

The American **BAKER**

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IMCO SPECIAL packs *more volume and better bloom* in your hearth breads and rolls. That's because only the finest high protein wheats are selected to be milled into IMCO SPECIAL. Result: a truly strong flour with great tolerance to meet all your production requirements; tasty, colorful, profitable hearth products with that extra sales punch!

IT'S A FACT: *more of the successful and quality-minded hearth bread and roll, bakers use International's IMCO SPECIAL than any other brand.*



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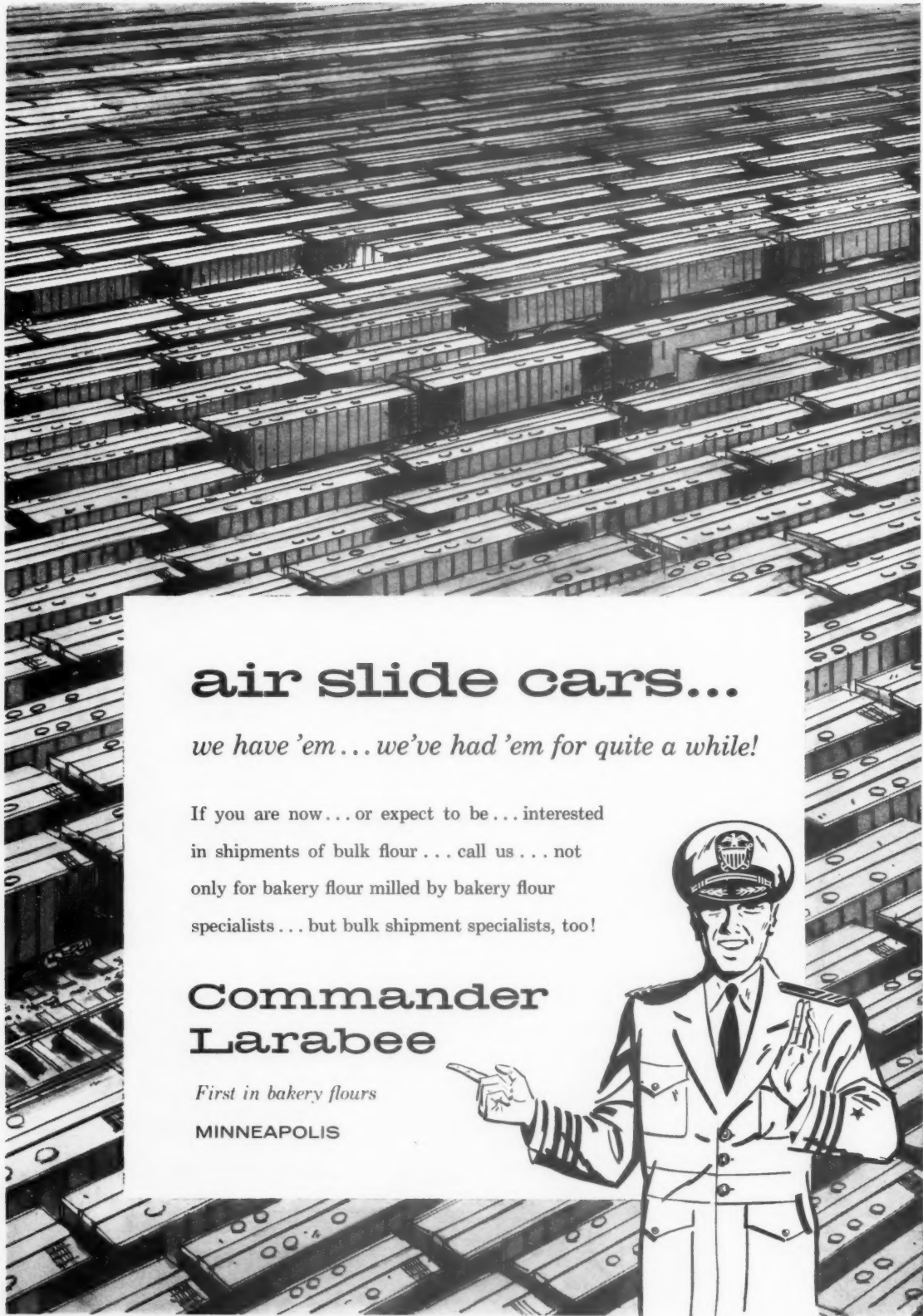
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specialists... but bulk shipment specialists, too!

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Final Plans for ABA Convention In Chicago Close to Completion

Home Service Branch Session

CHICAGO—Four topics pertinent to home service operators will be up for discussion at the home service branch sessions on Tuesday, Oct. 28, during the annual convention of the American Bakers Assn. at the Hotel Sherman in Chicago. All bakers and allied tradesmen are invited to attend this meeting to be held in the hotel's Crystal Room.

The morning session will be called to order by Maurice B. Clark, Colonial Baking Co., Grand Rapids, Mich., branch chairman. The first speaker will be James Williamson, consultant, Home Service Bakers, New York, who will talk on "Supervision." Mr. Williamson will cover responsibilities and the need for training supervisors.

Martin DeWitt, Hall Baking Co., Cleveland, Ohio, will discuss "Communication." He will emphasize need for and improvement of the system of communication. A 20-min. period will be allowed for questions and answers on both subjects following each speaker.

The afternoon session will convene at 2 p.m. Leading off will be D. W. Robinson, Capital Bakers, Inc., Harrisburg, Pa., who will speak on the subject "Sales Training." He will discuss how to build higher sales through better training of salesmen.

How to reduce stale losses, one of the most perplexing problems facing all bakers, will be covered by Carl H. Littman, vice president, Omar, Inc., Omaha, whose subject is "Stale Control." As in the morning session, 20 min. will be allowed for questions and answers following each speaker.

The meeting will adjourn after election of the 1959 ABA home service branch chairman.

Special Speaker

William G. Caples, vice president of Inland Steel Co., will be guest speaker at a luncheon meeting sponsored by the American Bakers Assn. (Turn to HOME SERVICE, page 50)

Sanitation Standards

CHICAGO—The Baking Industry Sanitation Standards Committee has officially approved and published sanitation standards for certain bread and roll slicers and wrappers, mechanical ovens, racks, pan trucks, dollies, skids, pallets and casters. Standards are effective Feb. 1, 1959, as detailed in Sanitation Standards Nos. 13, 14 and 15, now available from BISSC, 511 Fifth Ave., New York 17, N.Y. BISSC is sponsored by six industry associations, including the American Bakers Assn.

BAKERY STORE SALES AHEAD OF 1957

WASHINGTON—Sales by bakery products stores in the U.S. for the first seven months of 1958 were 10% ahead of the first seven months of 1957, according to a retail trade report prepared by the Bureau of the Census. Sales for the single month of July were 6% ahead of July, 1957, but down 11% from June of 1958.

ABA TO SCHEDULE SPECIAL TRAIN

NEW YORK—Cars will leave New York Friday, Oct. 24 and Saturday, Oct. 25, for the American Bakers Assn. convention in Chicago.

BROADWAY LIMITED SCHEDULE (Oct. 24 and 25)	
Leave New York (Pennsylvania Station)	6 p.m. E.D.T.
Leave Newark	6:14 p.m. E.D.T.
Leave North Philadelphia	7:21 p.m. E.D.T.
Leave Harrisburg	9:02 p.m. E.D.T.
Leave Pittsburgh	1:56 a.m. E.D.T.
Arrive Chicago (Union Station)	9 a.m. C.D.T.

Special cars on both trains will carry roomettes, bedrooms, bedroom suites, compartments, drawing rooms and master rooms. For reservations or more complete information, contact Claude A. Bascombe, Standard Brands, Inc., 625 Madison Ave., New York 22 (PLaza 9-4400).

Sugar Quota Raised To 9,100,000 Tons

WASHINGTON—The U.S. Department of Agriculture boosted by 100,000 tons, to a new total of 9,100,000 tons, the quota of sugar that can be marketed in the U.S. this year.

Officials said the quota increase is designed to keep domestic sugar prices stable during the weeks before the mainland sugar crop begins coming to market later this fall.

The change was the third ordered in this year's quota. The quota was originally pegged at 8,800,000 tons and has been pushed up by three successive 100,000-ton boosts. The last previous increase was ordered in June.

In allowing the quota increase, officials said domestic sugar consumption through Sept. 27 was running about 150,000 tons above the year-earlier consumption.

The price of raw sugar in New York rose to the year's high of 6.4¢ lb. Sept. 24.

—BREAD IS THE STAFF OF LIFE—

Continental Baking, Omar Discuss Possible Merger

OMAHA, NEB.—The possible sale of Omar, Inc., to the Continental Baking Co., Rye, N.Y., is being discussed. W. J. Coad, Jr., Omar president, said no agreement has been reached.

In the fiscal year ended June 28, Omar had sales of \$39,176,202 and net profit of \$116,041, equal to 42¢ a share. It operates sales routes through six Midwestern states and has bakeries at Omaha, Indianapolis, Milwaukee, and Columbus, Ohio. It has nearly 4,000 employees.

Continental Baking's sales in 1957 totaled \$307,876,750 and its net income \$7,761,715, or \$2.52 a share. It has 74 bakeries in 29 states.

—BREAD IS THE STAFF OF LIFE—

ARBA DISPLAY SERVICE

The Associated Retail Bakers of America, Chicago, has issued a reminder of its year 'round display materials available to members. Cardboard posters, streamers, artificial flowers and plants, special displays for weddings and other occasions are all illustrated in a handy ARBA bulletin, available to bakers.

Multiple-Unit Retail Branch

CHICAGO—Self service will be given special emphasis as part of a well-rounded program prepared for the multiple-unit-retail branch session of the American Bakers Assn. annual convention to be held at the Hotel Sherman in Chicago Oct. 25-29. The multiple-unit-retail branch session is scheduled for Tuesday, Oct. 28.

As in previous years, the meeting will be open to bakers only, but allied tradesmen are invited to attend the branch luncheon. Thomas H. Flood, Burny Bros., Inc., Chicago, is branch chairman. Sidney Silber, Silber's Bakery, Inc., Baltimore, Md., is co-chairman.

The first speaker will be Lawrence E. Pile, Hough Bakeries, Inc., Cleveland, Ohio, who will speak on "Sanitation and Maintenance Practices." His talk will be based on the results of a survey made on that subject.

Robert C. Awrey, Awrey Bakeries, Inc., Detroit, will speak on "The Case for Self-Service," followed by John S. Clark, Roslyn Bakeries, Inc., Indianapolis, who will speak on "The Case Against Self-Service."

A comparative cost analysis on self-service operations will be given by John C. MacAlpine, Jr., J. C. MacAlpine and Son, Philadelphia.

Following the luncheon, an industry panel will answer questions on subjects covered at the morning session, with Mr. Silber as moderator. Members of the panel will include C. J. Burny, Jr., Burny Brothers, Inc., Chicago; Richard Drabbe, Drabbe's Bakeries, Monroe, Mich., and Kenneth Phelps, Fred Sanders, Inc., Detroit, in addition to Mr. Clark and Mr. Pile.

The meeting will adjourn following election of the 1959 ABA multiple-unit-retail branch chairman.

Retail Branch

New ideas and new products of benefit to all bakers will be presented at the retail branch session on Sunday afternoon, Oct. 26. The meeting will be sponsored by the Associated

(Turn to MULTIPLE-UNIT, page 46)

Baking Industry Leaders Honor Paul M. Baker

PITTSBURGH — Paul M. Baker, Jenny Lee Bakery, McKees Rocks, Pa., president of the American Retail Bakers Assn., was honored at a testimonial dinner here recently. Approximately 300 persons, including leading representatives of the baking industry, were present at the Charters Country Club. Ernest Gysegem, Quality Bakery, Charleroi, Pa., was chairman and toastmaster.

William Thie, Virginia Pastry Shop, Cincinnati, Ohio, past president of ARBA, delivered the testimonial to Mr. Baker, citing him for the great interest he has always taken in baking industry affairs. Mr. Thie commended Mr. Baker for the many successful programs of industry promotion which he has originated and carried to completion.

"Mr. Baker has the insight to obtain splendid chairmen for committees," said Mr. Thie. "He has displayed the ability to persuade men who—after indicating they were too busy—still would roll up their sleeves at his request, pitch in and complete with outstanding success the tasks assigned to them."

In response, Mr. Baker credited much of his success to his family. He related his family background to the days in 1875 when his grandfather and seven sons founded the family firm and built a successful reputation as the "Seven Baker Brothers." Three of the original Baker brothers attended the testimonial dinner, Lewis, Frank and William Baker. A fourth brother, Herman Baker, now lives in Florida and was unable to attend.

J. R. Lloyd, Jr., J. R. Lloyd Co., and John P. Byrnes, Byrnes & Keifer Co., presented gifts to Mr. Baker from baking industry organizations and his family and friends. These included a scroll signed by those in attendance, a motion picture camera, portable radio, cuff links and tie clasp.

Alois Steinmetz, Steinmetz Bakery, Carnegie, Pa., took pictures of the testimonial dinner which will be presented to Mr. Baker as a memorial.

Entertainment included several numbers by a group of Arthur Murray dancers.

NEW AIB COLOR FILM TO BE PREMIERED DURING ANNUAL MEETING IN CHICAGO

CHICAGO—A new 35-min. slide film depicting activities of the American Institute of Baking will be premiered at the annual AIB meeting Oct. 27 in conjunction with the annual convention of the American Bakers Assn. in Chicago.

Howard O. Hunter, AIB president, will present the film. Produced in color, it tells the story of the institute's work in education, research and service. The film includes 138 slides portraying work in each of AIB's four departments—its laboratories, the school of baking, department of sanitation and consumer service department.

In addition to the film, AIB will present the reports of its treasurer, election and nominating committees.

A. R. Fleischmann and Daniel J. Uhrig will present the institute's new membership program. Mr. Fleischmann, vice president of Standard Brands, Inc., and Mr. Uhrig, president of American Bakeries, Inc., are co-chairmen of the program. Following this presentation, refreshments will be served in the second floor conference room.

Buses will leave the Sherman Hotel at 2:40 p.m. for the 3 p.m. meeting, and will return to the Sherman about 5:30 p.m.

Official representatives of member companies, as well as their associates, are invited to attend. Members of AIB's three advisory committees will also be invited.

The American Baker



Published Monthly for the
Bakers of America

FRANK W. COOLEY, JR.

Editor

EDITORIAL STAFF—Kenneth Wakershauser, News Editor; J. Rodney Smith, Editorial Assistant; John Cipperly, Washington Correspondent; Duane F. McKenzie, Research Director; A. J. Vander Voort, Technical Editor; George J. Emrich, Contributing Editor.

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CENTRAL STATES—Don E. Rogers, Manager; Henry S. French, Assistant Manager; Amos W. Standish, Advertising Sales Representative; 2832 Board of Trade Bldg., 141 W. Jackson Blvd., Chicago 4, Ill. (Tel. Harrison 7-0515).

SOUTHWEST—Martin E. Newell, Manager; Thomas E. Letch, Assistant Manager; 612 Board of Trade Bldg., Kansas City 5, Mo. (Tel. Victor 2-1350).

WASHINGTON CORRESPONDENT—John Cipperly, 604 Hibbs Bldg., Washington D.C. (Tel. Republic 7-8534).

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Editorial . . .

Another Concern for Baking

Remember the British scientist a decade ago who, using mad dogs and crazy cats, raised the question of whether Agene, the flour bleach, was harmful to users? The resultant scare was such that the product disappeared from use. Yet, in all the investigations since, no one has proved that this scientist was correct beyond a shadow of doubt.

But beware the British. They're at it again. Another scientist is taking pot shots at flour improvers—he puts them in the same danger category as pesticides and insecticides—and he raises the possibility that they might be responsible for some disorders in the development of the brain.

He is Prof. Benjamin S. Platt, director of the human nutrition research unit of Britain's Medical Research Council and professor of human nutrition at London University. His warning came during a talk to the international study group on child neurology and cerebral palsy at Oxford.

Prof. Platt described the various far-reaching effects which might be caused by what he chooses to call "small amounts of impurities" present in food. It was possible, he suggested, that not enough care was taken in the consideration of the effects of the "impurities" which were added to food by accident or deliberately. He declared that not enough detail is known about the action of the substances he mentions. Pesticides, insecticides and flour improvers should be used with great caution until there is more knowledge about their effects, he said.

We have a suggestion for the distinguished professor. He, too, should use great caution before sounding off on a subject about which knowledge is so limited—limited on his own admission. His statements were picked up by the public prints in several countries and inevitably the baking industry will receive the backwash. Prof. Platt should not make statements of this nature in public until he can give a categorical yes or no answer to the question whether flour improvers, or anything else, affect the brain.

Till he is able to do that, it were better he remain silent. Certainly, he is doing a grave disservice to consumers by raising doubts and fears. By all means, let the scientific gentlemen pursue their investigations, but let them be assured that the suppliers of additives to the baking, flour and food industries do exercise great caution, voluntarily and compulsorily under the laws of the countries in which they operate.

A half-story becomes a half-truth in the mouths of the half-knowledgable.

—BREAD IS THE STAFF OF LIFE—

Total food intake per capita as measured by weight has been fairly constant over the years at a little over 1,500 lb. However, the composition of the 1,500 lb. has changed greatly. At the turn of the century, flour was consumed at the rate of 200 lb. per capita. It has declined to 120 lb., but the total remains close to the old average. These long-time changes in the diet are related to income, in a large measure. As family incomes increase, the family eats a wider variety of foods and tends to substitute more expensive items for those of lower cost.

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Comment . . .

. . . by Cooley

It has been hard for baking industry veterans to imagine how diversification can help their business—they assume that the baking industry bakes breads, cakes and sweet goods, and wonder how they can possibly be expected to diversify as the industrial and other food industries are doing.



F. W. Cooley, Jr.

Of course they would have liked to diversify so they can get more money out of the present business investment, but they thought it was impossible.

Well, there has been considerable diversification in the baking industry in the past decade, starting with the frozen or partially baked products and culminating with the hundreds of variety products coming from the wholesale ovens today. It is safe to assume that anything which sells additional merchandise—without affecting sales of standard items—is plus business.

Developing plus business through the addition of specialty lines, or by devising new production methods, is just as much diversification as the outboard motor fella who makes lawn mowers. The baker should analyze his sales and costs just as carefully as does the industrialist, and the profit made from these specialties jingles just as happily.

Even the retailer is coming in for his share. The smaller bakery has always been prone to put in a coffee bar or lunch counter, with varying degrees of success. The offering of self-service, wrapped items is certainly diversification. High-grade candies have for many years been an additional profit item for retailers—such companies as the Chapman & Smith Co. are recognizing this trend and devising elaborate programs of assistance for retailers wishing to add candy lines. This help is frankly offered to create store traffic, increase turnover, and step up retailer profits—all basic business reasons for offering additional product lines.

Perhaps the average baker must realize that it is not enough to be a craftsman, and an artist in the production of high-quality baked foods. He is first a businessman, subject to all the pressures and difficulties facing small business today. Anything that can increase the value of his business without drastically increasing overhead deserves investigation.

Such publications as the Kiplinger magazine, which professes to have no axe to grind on any stone because of its publication policy (no advertising accepted) has come out with these quotations recently:

" . . . bread is an irreplaceable staple and nutritionally is a mighty good buy."

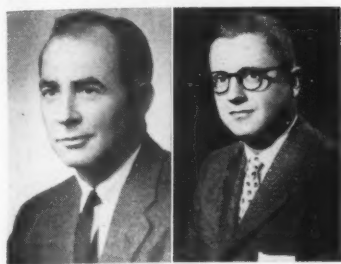
"Your bread money can buy a bargain in nutrition and flavor."

It is not our intention to laud any one publication or to point out the good things people are saying about the baking industry without reason; it is hoped that phrases of this type will continue to crop up and that the baking industry's public relations and promotional programs can make the most use of them.

Thanks for reading. See you next month.

Frank Cooley

Ward Baking Co. Adds Executives



J. A. Kirkman, Jr.

Leon Jester

NEW YORK—R. Arnold Jackson, president, Ward Baking Co., has announced that James A. Kirkman, Jr., has joined the company as vice president and director of marketing and Leon Jester will become vice president of manufacturing.

Mr. Kirkman assumed his new post Oct. 1 after having been manager of Safeway Stores' Fairfax Baking Co., Oakland, Cal., since 1957.

Mr. Kirkman started his business career with Standard Brands, Inc., in 1931, working on the West Coast in their bakery, grocery, institutional and governmental divisions. In 1941 he was brought to the executive offices of Standard Brands in New York City where he functioned as product manager of consumer yeast products. In 1944, he became general manager of Gottfried Baking Co., New York City. During the next two years he served as manager of the grocery division of the Sweets Co. of America, Hoboken, N.J.

From 1946 to 1949, Mr. Kirkman was associated with the Ellington Co., New York advertising agency, as director of merchandising, account executive and management consultant. In 1949, Mr. Kirkman was vice president of sales and advertising of Welch Grape Juice Co., Westfield, N.Y. From 1949 to 1957 he was with the Red Star Yeast & Products Co., Milwaukee, Wis., as vice president of sales and advertising and a member of the board of directors. He joined the baking division of Safeway Stores in 1957.

Mr. Jester, who will assume his Ward Baking post Nov. 1, has been vice president of production of Arnold Bakeries since 1955. He was virtually born into the bakery business. His father was a bakery route driver in Joplin, Mo. Mr. Jester himself worked at bakeries during high school. He attended the University of Missouri for one year, and has taken the American Institute of Baking course.

Mr. Jester's first job was as a flour salesman with the Teichgraber Co. in Salina, Kansas. After two and a half years of this, he joined Campbell-Taggart Associated Bakeries, Inc., Dallas. Between 1936 and 1945 he worked in the Little Rock, Corpus Christi and Waco plants and at the Campbell-Taggart research laboratories in Kansas City.

Mr. Jester went with the C. J. Patterson Co. in 1945. He handled production and research for Patterson's own plants and for some 50 other plants serviced by the Patterson company in research and engineering on an association basis. In January, 1955, Mr. Jester joined Arnold Bakeries.

SALES APPOINTMENT

DOLTON, ILL.—The Dolton Mfg. Co., manufacturer of bakery emulsifiers, has announced the appointment of Harvey G. Rodgers as national sales representative.

AIB to Emphasize Control of Insects At November Course

CHICAGO—A review of new insecticides and insect control procedures for bakery plant sanitarians has been planned for the course in bakery sanitation at the American Institute of Baking Nov. 3 through 7.

The course will be conducted under the supervision of Louis A. King, Jr., AIB's department of bakery sanitation director who, in announcing the class, emphasized the need to pinpoint control methods for ants, flies and roaches more sharply than ever. Mr. King explained that sanitarians need more information on these insects now because of increased resistance to insecticides, and because they do not fit the pattern of normal control.

The course will provide a three-hour cleaning clinic for students to discuss their cleaning methods, to explain specific problems, and to obtain answers and solutions from AIB's trained sanitation staff.

Guest lecturers will include George Daughters, chief of the Detroit district, U.S. Food & Drug Administration; William D. Fitzwater, Fish and Wildlife Service, U.S. Department of the Interior; Paul Kamman, assistant bread production manager, American Bakeries Co., and George Tompkins, sanitation director of Ward Baking Co.

Philip T. McDonald, assistant director of sanitation, and Richard J. Makowski and Lloyd J. Salathe, field sanitarians, will assist Mr. King.

Others on the AIB staff who will lecture are Howard O. Hunter, president; Dr. William B. Bradley, scientific director; Dr. Robert W. English, director of education; Welker G. Bechtel, director of laboratories; Ruth Emerson, librarian; William M. Schieb, maintenance instructor, and Beverly Goldberg, laboratory technician.

Inquiries and applications for the week-long sanitation course should be directed to the attention of Louis A. King, Jr., director, department of bakery sanitation, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

Chicago Bakers Club Host to AIB Students

CHICAGO—The students in the present class of the American Institute of Baking, members of the staff of the AIB, members and guests of members of the Bakers Club of Chicago gathered for the "Friendship Hour" and dinner held in the new penthouse clubrooms on Sept. 17, 1958. Following cocktails, a buffet dinner was served in the Skyline Dining Room of the club.

President Robert Cain greeted those in attendance and spoke on the opportunities for these students in the baking industry.

His audience was most attentive as he told of the many changes in the baking industry—as in all industries—with science and chemistry being applied in so many ways. New processes and better knowledge of nutrition all make for an unlimited future for the AIB students making it their career.

In closing the meeting, Mr. Cain extended a cordial invitation to the students to use the club services and facilities during their stay in Chicago.

International Gives Information on "80 Plus," New Flour Additive and Protein Booster

MINNEAPOLIS—Information regarding "80 Plus," a new bakery product that was introduced by International Milling Co., Minneapolis, late last January, was released recently by the firm. The new product is a high gluten additive that complements regular flours and is equally efficient in sponge or straight dough formulas, International said. The name "80 Plus" is derived from the fact that the product contains more than 80% protein on a dry weight basis.

"This product should be used as a

flour additive and protein booster," Dr. H. H. Schoppmeyer, director of research for International, said. He emphasized that "80 Plus" should be added to the dry ingredients prior to the introduction of liquids.

When mixed with flour, the high gluten additive will improve fermentation and mixing tolerance as well as dough stability in all stages of bread making, International said. Further, it will increase the ultimate yield and will help improve oven-spring, the firm added. Improved absorption, texture, grain, crumb, taste and keeping qualities are other advantages claimed by International for the use of "80 Plus" in bakers' formulas.

"Bakers will find '80 Plus' easy to use because it can be added to any formula with a minimum of alterations and few, if any, changes in baking procedure," Dr. Schoppmeyer said.

The firm said the additive is particularly effective for raisin, potato, diet and health breads which carry considerable "dead weight," and it is also beneficial for use in specialty and variety breads. Rye bread, for example, will increase in flavor due to the concentrated protein in "80 Plus," International said, because this protein strengthens the available gluten in the rye formula with the result that a higher percentage of rye flour can be used to give the loaf a more distinctive flavor without loss of volume, grain and texture.

"Rye flour can replace up to ten per cent of the clear flour by the addition of two to four per cent of '80 Plus' in rye formulas," advised Dr. Schoppmeyer. "In fact, wherever concentrated protein and gluten strength is desirable, this product is recommended," he added.

The new product produces remarkable results in whole wheat and all-bran formulas which need extra gluten strength to resist the tearing action of the whole wheat or bran, the firm said.

—BREAD IS THE STAFF OF LIFE—

NEW CORPORATION

CLEVELAND, OHIO—Nestaway, Inc., a new corporation, has been formed to acquire the material handling division of Mid-West Metallic Products, Inc. Announcement was made by L. E. Glezen, president, of both Mid-West and Nestaway. The new corporation will assume complete responsibility for the development, engineering, and sale of all products formerly handled by the material handling division under a Nestaway trademark.

1957 Sales of Bakery Products and Related Items, as Percent of Total Store Sales

	Dollar sales in groceries	Percentage of total grocery sales
Bread and Rolls		
White Bread	\$1,544,570,000	3.59
Other Bread	198,700,000	.46
Rolls, Bread type	74,380,000	.17
Sweet Goods		
Pies	41,260,000	.10
Doughnuts	107,520,000	.25
Cakes and Other Pastry	367,920,000	.85
Crackers, Cookies, Other Tidbits		
Crackers, Biscuits, Cookies	691,410,000	1.61
Pretzels	52,250,000	.12
Potato Chips	170,970,000	.40
Packaged Unpopped Popcorn	19,020,000	.04
Total Bread and Rolls	1,817,650,000	4.22
Total Sweet Goods	516,700,000	1.23
Total Crackers, Cookies, Other Tidbits	933,650,000	2.17
Total Baked Goods	3,268,000,000	7.59

Figures compiled by Food Field Reporter



BAKERY PROMOTION PANEL—During the recent convention of the Wisconsin Bakers Assn., a group of bakers, editors and promotion men took part in a panel to discuss the proper use of advertising and publicity by the baking industry. Left to right above are the participants: Tom Scheuermann, Associated Retail Bakers of America, Chicago; James Grebe, Grebe's Bakeries, Inc., Milwaukee; Al Johnson, Deluxe Bakery, Eau Claire, president of the association; Ray Ping, M. Erickson Bakery Co., La Crosse, who also re-

placed W. D. McIntyre as session chairman; Frank W. Cooley, The Northwestern Miller, Minneapolis, who moderated and read the lead-off address of Charles Forsberg, Altstadt & Langlas Baking Co., Waterloo, Iowa, absent when the picture was taken; D. F. McFadden, Bakers of America Program, Chicago; Marion F. Hoover, Tastee Bakery, Appleton, Wis.; Harold Snyder, Baking Industry, Chicago, and George Chussler, Bakers Weekly, also from Chicago.

Wisconsin Bakers Assn. Holds 53rd Annual Meeting

MILWAUKEE, WIS.—A registration of bakers exceeding last year's convention and totaling 239 gathered here last month for the 53rd annual convention of the Wisconsin Bakers Assn., to hear the latest on packaging, freezing, advertising and promotion, and employee relations.

After social events including a Milwaukee baseball game and a get-acquainted party sponsored by the Wisconsin Flour and Allied Trades Assn., the board of governors spent the morning of Sept. 15 in session on local baking industry problems. They also voted to hold the 1959 convention of the association in Eau Claire at the Eau Claire Hotel Sept. 20-21.

The afternoon program got under way, after the customary invocation, under the chairmanship of Ray Ping, M. Erickson Bakery Co., LaCrosse, Wis., who replaced William D. McIntyre, Bunny Bread Bakers, Eau Claire, Wis., as chairman of the general session. Al Johnson, DeLuxe Bakery, Eau Claire, president of the association, welcomed the bakers to the meeting and emphasized the importance of sharing information about the industry with others, "to open new doors for the baking industry." Mr. Johnson also extended a request to the membership for additional participation in the association.

Mildred C. Lucas, president of Timely Packaging Associates of New York, said that some modern-day packaging designers are "designing for each other's amazement and the public's amusement." She felt the package designer should "get off the psychiatrist's couch, get down to work and produce packages that are logical costwise for the baker to use."

Mrs. Lucas stressed that the proper use of packaging by the baking industry is one of the most vital parts of the business. It should be beautiful but not so much so that it doesn't ring the cash register, she emphasized. The following criterions of a good package were given by the speaker:

The package must protect the product into the consumer's hands, and as long as there is a slice left.

It must be the right size and shape for stackability and fit in well in present counter space.

The type must be legible.

The color should be watched care-

fully, since too much color may now be being used.

Visibility is very important for sweet goods products and eye appeal, with the windows in boxes as large as possible without weakening the box. Special wrapping materials for specialty breads can also capitalize on the visibility angle.

Convenience—one of the most important hidden persuaders to the housewife.

Design motif—the package should appeal through the proper design (which should also consider the previous points).

Enrichment's Meaning Cloudy

The speaker also felt that the average consuming public was uninformed about the baking industry, citing a survey which indicated that the average consumer feels enrichment means that butter and cream have been added to the product.

The use of a packaging expert was urged, as a substantial aid to the bakery operator, who can consider all of these factors; the bakery operator himself should take a considerable interest in the design of the package—it was also emphasized that the production man and the sales manager should be a part of the bakery's packaging team. The speaker suggested that the bakery operator should know what is popular in the area and should be certain that the designer chosen knows materials and plate problems, so that his knowledge of printing processes and the cost of materials will be reflected in a good package with proper coverage and color location to keep the cost in line.

"If your product is right and you package according to these basic principles, you will have plenty of beauty and a jingling cash register—if not, look to your package," Mrs. Lucas said.

Calling human relations the base of the selling triangle, L. L. Cunningham, president of the Business Institute of Milwaukee, stressed the importance of salesmanship to the average retail baker, pointing out that any man is a salesman as long as he deals with people.

"He sells goods that don't come back to people who do," Mr. Cunningham emphasized the importance of human relations and the proper communication—speaking effectively with sincerity and enthusiasm.

Mr. Cunningham also said that showmanship and the ability to see the proposition from the prospect's point of view were valuable attributes of the successful salesman, and urged the bakers to capitalize on this knowledge in their day-to-day contact with the customers.

Robert M. Woods, the Quaker Oats Co., Chicago, speaking on new developments in freezing, showed how the present trend to convenience foods will continue to carry frozen baked foods to higher sales totals. The value of proper freezing practices and efficient freezing equipment in simplifying the retail bakers production and inventory job was also emphasized.

New developments in packaging for frozen bakery foods will expand the market for the baking industry, even extending to a frozen package containing a complete sandwich with filling for vending machines for frozen foods. Mr. Woods stressed that research departments of his own company and others in the baking industry are constantly looking for new items in convenience foods, to save time for the consumer in her kitchen, but at the same time present a product she will be proud to serve—even passing it off as her own."

Bakery Promotion Panel

The importance of proper bakery advertising and promotion was selected as the topic of a panel discussion which completed the Wisconsin association's general session. The moderator of the panel was Frank W. Cooley of The American Baker magazine in Minneapolis, who also presented the lead-off discussion of Charles Forsberg, Altstadt & Langlas Baking Co., Waterloo.

Panel members included: George Chussler, Bakers Weekly, Chicago, Ill.; James Grebe, Grebe's Bakeries, Inc., Milwaukee; Marion F. Hoover, Tastee Bakery, Appleton, Wis.; Al Johnson, DeLuxe Bakery, Eau Claire, Wis.; Dudley E. McFadden, Bakers of America Program, Chicago, Ill.; Ray Ping, M. Erickson Bakery Co., LaCrosse, Wis.; Tom Scheuermann, Associated Retail Bakers of America, Chicago, and Harold Snyder, Baking Industry magazine, Chicago.

Mr. Forsberg was delayed by weather in his flight to the Wisconsin meeting. His presentation emphasized that today's baker is confronted with so many problems concerning costs of both production and distribution, and the need for showing monthly profits, that there is a growing tendency by small and independent bakers to trim advertising budgets to the danger point.

Mr. Forsberg's discussion also

stressed that yesterday's and last year's advertising is no guarantee of effectiveness today. "Old customers are continually moving away and dying off and new customer prospects are moving into your territory so that your name or bread brands will mean little or nothing," Mr. Forsberg stressed that advertising is "not only the spice but the life blood of industry, becoming more so in an age

(Turn to WISCONSIN BAKERS, page 50)

—BREAD IS THE STAFF OF LIFE—

A. E. Grawert to Head Minnesota Allieds

MINNEAPOLIS—Arthur E. Grawert, bakery and institutional mix representative of the Pillsbury Co., Minneapolis, has been elected president of the Minnesota Allied Trades of the Baking Industry.

The organization is composed of approximately 85 companies serving the baking industry. It promotes the interests of the industry and seeks to establish and maintain a spirit of cooperation among the allied salesmen who call on members of the industry.

Dick Schoep, Choice Foods, Inc., Minneapolis, was elected vice president, and E. E. Hoelscher, Standard Brands, Inc., St. Paul, was reelected secretary-treasurer.

Henry C. Kayser, H. C. Kayser Co., retiring president, continues as a member of the allied trades' board of directors, along with John Hansen, General Mills, Inc.; Carl H. Anderson, Glaco Twin Cities Co.; John Richter, Brechet & Richter Co., and the officers.

Mr. Grawert made the following committee appointments: Attendance: L. R. McCoul, Booth Cold Storage Co., and S. Paul Greenquist, Basic Food Sales Corp. Membership: Mr. Schcep and George Maas, King Midas Flour Mills. Auditing: L. T. Blom, Brechet & Richter Co., and J. R. Mulliken, General Mills. Mr. Grawert will head the convention committee.

The program committee will have W. A. Richards, Brolite Co., and H. M. Lee, Pillsbury Co.; publicity, Frank W. Cooley and Kenneth Wakershauser of The American Baker, and Mr. Kayser will be in charge of the organization's annual Bosses Night. George Ruud, S. Gumpert Co., and Asa Peer, Bergy Materials, Inc., will head Operation Santa Claus; Mr. Grawert and Mr. Hansen will be in charge of the cooperative effort with the Minnesota Bakers Council, and Mr. Kayser will act as head of the baker-allied liaison group.

How will automation change yeast buying habits?

Automatic handling of yeast—probably the next big step in bakery automation—will require a change from compressed to dry yeast. For several reasons:

Dry yeast is granular, so it can be transferred automatically by machines. (Eliminates slow, expensive handling of individual packages of compressed yeast.) Dry yeast's granular form also means it can be measured out automatically, and with great accuracy. Dry yeast will flow, too, so it can be conveyed by gravity.

Along with these savings, dry yeast ends the nuisance of frequent deliveries. In most bakeries, just one delivery of dry yeast is needed every two or three weeks. And dry yeast needs no costly refrigeration—can be stored in any cool, dry area.

Operational economies are not the only advantages of dry yeast. Bakeries using Red Star Dry Yeast report quality that meets or exceeds the best products obtainable with compressed yeast. They note improved machinability . . . fewer cripples . . . more symmetrical loaves with excellent crust color, texture and crumb.

Operating costs are still rising. Automation is progressing steadily. This suggests it's time to check the advantages of Red Star Dry Yeast. Write our Bakery Division now for detailed information.



America's first plant for exclusive dry yeast production, built by Red Star at Belle Chasse, Louisiana. Watch your technical and trade publications for news of important new developments now under way in the dry yeast field. Red Star leads the industry in sales of dry yeast to bakeries, and is already years ahead in practical experience.

RED STAR YEAST & PRODUCTS CO. Milwaukee 1, Wisconsin

Makers of Active Dry Yeast, Compressed Yeast, Star-zyme Tablets, Yeast Food, Baking Powder, Cream, Enrichment Tablets, Inactive Dry Yeast, Torula Yeast.



Flour Market

Flour Prices Strong, Sales Slow

By KENNETH WAKERSHAUSER
American Baker Staff

Firm prices and light flour sales marked most of September and the first week in October. A few bakers purchased moderate supplies in September. But, at mid-month, buying began to decline to a price-date-of-shipment basis. By Oct. 8, sales had dropped to a minimum across the country. Most bakers now have sufficient flour on the books to last through 1958 and into the first 30 to 60 days of 1959. So, with prices showing little inclination to come down for the present, bakers are happy to remain out of the market. They see some trends which could lead to lower prices later in the crop year.

The principal factor responsible for the firm level of wheat and flour prices at this time is the free market scarcity of milling wheat available to mills and flour buyers—despite the billion bushel crop harvested this year. Another factor favoring strong prices as October moves along is the need for flour mills to protect losses incurred in a softening millfeed market. The scarcity of milling wheat, of course, is due to the high rate of loan impoundings, and loan wheat is the key to prices in the period ahead.

Bakers, when planning purchases over the next several months, should remember this factor of wheat under loan. Current pricing is largely due to this excessive amount of wheat removed from the open market. With the artificial shortage created, flour prices, in turn, remain high. As October opened, however, free market wheat prices continued to climb toward a more favorable relationship with government loan values.

Cash Prices Move Nearer Loan Levels

Cash wheat prices, too, have been climbing steadily toward loan levels. From a point almost 35¢ below net loan at the beginning of the crop year, Southwest wheat prices have now moved up to within 10¢ of loan value. The scarcity of high protein wheat has pushed prices for these types above loan, or to the point where it begins to appear attractive for growers to let go of their wheat. Flour millers continued to bid aggressively for scarce wheat supplies throughout the period, pushing cash prices steadily higher toward loan levels. This situation appeared even more pronounced by Oct. 6 as high protein wheat became very scarce and the demand more insistent. Cash wheat prices for ordinary types at Minneapolis reached net loan value, and prices for 14% proteins and higher climbed 5 to 17¢ over loan. A similar adjustment occurred at Kansas City, where, on Oct. 3, cash wheat prices were at loan value for ordinary types and 2 to 11¢ over for higher protein wheats.

For bakers, of course, the rise of cash wheat prices to loan levels suggests caution and the importance of waiting to see how much wheat is brought out of the loan program or off farms. If sufficient wheat comes out, it will tend to soften flour prices. For the present, however, the situ-

ation remains one of scarce supplies and strong prices.

Ineligible Wheat Potentially Bearish

The wheat situation does contain some potential bearishness. There is a large amount of penalty wheat in the Southwest, grain on which growers have been unable to obtain government loan because of noncompliance with acreage controls during planting a year ago. Growers, as a rule, will hesitate to put this wheat on the market, where price declines would work against their own interests. Nevertheless, the wheat has been harvested and could work for lower wheat and flour prices next year, possibly about the time when many bakers will find it necessary to replenish flour supplies.

A similar situation exists for wheat growers who have taken a government loan on their grain. Growers generally will not redeem this wheat and release it to millers and jobbers until prices climb sufficiently above loan value to make the transaction of redeeming and selling worth the effort. Early October may have been a turning point in the rate of wheat impoundings, according to reliable trade reports. Although total impoundings of spring wheat are expected to be up during September, the rate is expected to be on the decline.

Wheat Under Loan Expected to Rise

The U.S. Department of Agriculture reported 237.5 million bushels of wheat under loan on Aug. 25, with the crop year less than two months gone. By comparison, all of 1957-58 only accounted for 256 million bushels under loan. USDA estimated 130.5 million bushels placed under loan in just the 30 days between July 25 and Aug. 25. And the latest report due in a few days is expected to show

even greater impoundings, particularly in spring wheat, although the rate is expected to show a decline from earlier reports.

Outturn Estimate Revised Upward

Despite the huge amount of wheat placed in government storage, total 1958 production continues as an extremely bearish price potential. The most recent private estimate of outturn raised the spring wheat figure on Oct. 1 approximately 10 million bushels above Sept. 1. If realized, the Oct. 1 forecast will mean a spring wheat crop of approximately 261 million bushels, compared with 200 million in 1957. The Southwest crop, of course, remains of record proportions and at 1.1 billion bushels, with sufficient wheat withdrawn by the loan program to keep prices firm and buyers bidding actively for available supplies.

Bakers Courtesy Club, Chicago, Reelects All Officials

CHICAGO—All officers and directors were reelected at the annual meeting of the Bakers Courtesy Club of Chicago, held at the Kungsholm Restaurant here Sept. 25. Fifty members and guests attended the luncheon meeting.

Andrew M. Bornhofen, Anetsberger Bros., Inc., Northbrook, Ill., was re-elected president; J. D. Faulds, Faulds Oven & Equipment Co., is the first vice president; William L. Grewe, retired, second vice president; and Fred W. Nicolai, Anheuser-Busch, Inc., secretary-treasurer.

Directors are: Fred M. Jensen, Jos. T. Shulitowski Co.; Arthur M. Gardner, Standard Brands, Inc.; and William H. Wunluck, Durkee Famous Foods. Committees have not been appointed.



THE NEW YORK STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the New York Stock Exchange:

	Sept. 26	Oct. 3
—1958—	High	Low
Am. Bakeries Co.	44 1/4	34 1/2
Am. Cyanamid	33 3/4	39 1/2
Borden	74 1/2	60 3/4
Cont. Baking Co.	46	27 3/4
Conn. Pr. Ref. Co.	47 3/4	33 1/4
Corn Chemical	67 3/4	52 1/4
Gen. Baking Co.	12 1/2	9 3/4
Pfd. \$8	141	125
Gen. Foods Corp.	71	48
Gen. Mills, Inc.	85	60 1/4
Pfd. 5%	117	105
Merck & Co.	73 3/4	36 3/4
Pfd. \$4	212 1/2	109 1/2
Natl. Biscuit Co.	51	41 1/4
Pfd. \$7	168	149 3/4
Pfizer, Chas.	86 3/4	49 3/4
Pillsbury Co.	60 1/4	42 1/2
Procter & Gamble	68 1/4	55
Quaker Oats Co.	49 1/4	37 1/4
St. Regis Paper Co.	40 1/4	26 1/4
Std. Brands, Inc.	57 1/4	40 1/4
Sterling Drug	44 1/2	29 1/4
Un. Bisc. of Am.	37	29 3/4
Victor Ch. Works	32 1/2	23 1/4
Ward Baking Co.	14	11 1/4

Stocks not traded:

	Bid	Asked
Cont. Baking Co., \$5.50 Pfd.	103 3/4	105
Corn Prod. Ref. Co., \$7 Pfd.	86 1/4	89
Merck & Co., \$3.50 Pfd.	74 1/2	78
Pfizer, Chas., Pfd.	94	95
Pillsbury Co., \$4 Pfd.	94 1/2	96
Quaker Oats, \$6 Pfd.	133	135
St. Regis Paper Co., \$4.40 Pfd.	93 3/4	95
Std. Brands, Inc., \$4.50 Pfd.	75 1/4	76
Sunshine Biscuits, Inc.	86 1/2	87
Un. Bisc. of Am., \$4.50 Pfd.	93	94
Victor Ch. Works, \$3.50 Pfd.	76	81
Ward Baking Co., \$5.50 Pfd.	78	80

THE AMERICAN STOCK EXCHANGE

Quotations on baking, milling and allied stocks listed on the American Stock Exchange:

	Sept. 26	Oct. 3
—1958—	High	Low
Burby Bisc. Corp.	5 3/4	3 1/4
Gr. A&P Tea Co.	445	241
Horn & Hardart Corp.	35	27
Mar. Corp. of N. Y.	21 3/4	7 3/4
Omar, Inc.	32 1/4	24
Wallace & Tiernan	32 1/4	24
Inc.	29 1/2	31 1/4

Stocks not traded:

	Bid	Asked
Horn & Hardart Corp. of New York, \$5 Pfd.	98 1/2	99
Wagner Baking Co.	3 1/4	3 1/2
Wagner Baking Co., Pfd.	70	72

CANADIAN STOCKS

	Sept. 19	Sept. 26
—1958—	High	Low
Canada Bread	4.50	3.25
Pfd. B	55	45
Can. Bakeries	8	5 3/4
Can. Food Prod.	3.80	2.50
A	8	7
Pfd.	48	37
Castell Food, A	40	29
B	50	40
Cons. Bakeries	9 1/2	7
Gen. Bakeries	7.00	4.90
Int. Mfg., Pfd.	70	40
Std. Brands	48	39
Weston, G., A	33	21 1/2
B	33	21 1/2
Pfd. 4 1/2%	97	87 1/2

*Less than board lot.

—READ IS THE STAFF OF LIFE—

RAISIN TONNAGE DOWN

FRESNO, CAL.—The close of the 1957-58 marketing season marked the end of one of the raisin industry's most unusual seasons. Despite a seasonal production of 163,627 tons (approximately 67,000 tons below average), shipments totaled 163,231 tons, down only 27,433 tons from 1956-57, reported the California Raisin Advisory Board. Domestic shipments totaled a satisfactory 143,655 tons, down only 6,819 tons from 1957. Records indicate an additional 7,154 tons have been sold but not yet delivered from last season's crop.

Summary of Flour Quotations

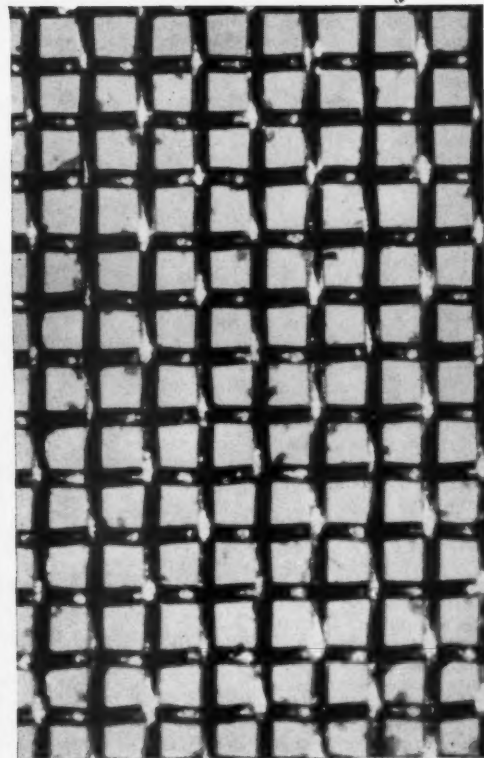
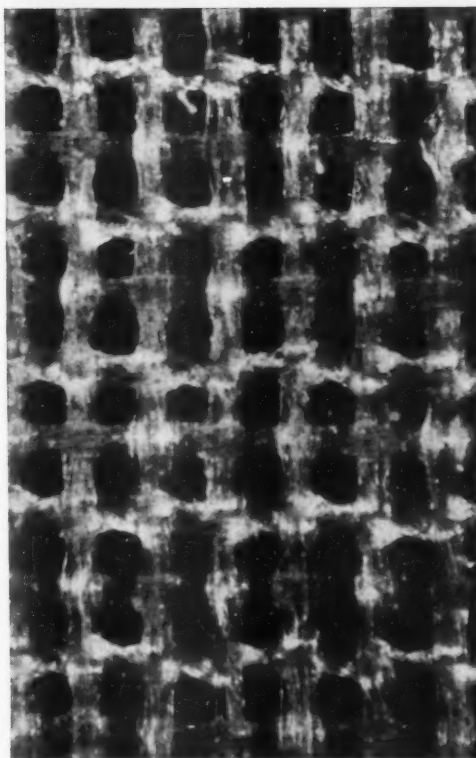
Oct. 3 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	5.92@6.15
Spring high gluten	...	6.05@6.15	6.61@6.81
Spring short	...	5.80@5.90	6.31@6.51
Spring standard	5.82@6.05	5.65@5.75	6.21@6.46
Spring straight	6.41
Spring first clear	5.70@5.80	5.38@5.68	5.73@6.03
Hard winter short	5.59@5.75	...	5.38@5.43	...	6.04@6.43
Hard winter standard	5.49@5.65	...	5.28@5.33	...	5.70@5.94
Hard winter first clear	5.24@5.60	...	4.30@4.60	...	5.45@5.73
Soft winter short patent	...	6.65	7.43@7.74
Soft winter standard	5.05@5.70	6.42@7.04
Soft winter straight	4.85	5.57@5.67
Soft winter first clear	4.78@4.95	4.50	4.92@5.37
Rye flour, white	4.94@5.00	4.67@4.77	5.49@5.54
Rye flour, dark	4.19@4.25	3.92@4.02	4.74@4.79

*100-lb. papers. \$Bakery wheat flour in 100-lb. papers.

Everybody
talks
uniformity...

Atkinson
delivers it!



MICROPHOTOS OF SAME SIZE SILK AND STAINLESS STEEL BOLTING CLOTH

STAINLESS STEEL sifting gives more uniform particle size than silk. That's one reason Atkinson switched to stainless steel (right) years ago—to give your flour more *uniform* handling and baking properties.

Don't take less than you can get from **ATKINSON**

ATKINSON FLOUR FOR BAKERS ONLY . . . MINNEAPOLIS



DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 47 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. To make milk bread using milk solids (non-fat), the baker must use, 6 lb. non-fat milk solids and 4 lb. butter to each 100 lb. flour.

2. Some angel food cake formulas call for 4 oz. water to one quart of egg whites after they are beaten.

3. A hard wheat flour is generally recommended for making soda cracklers.

4. Seedless raisins are usually recommended for making raisin pound cakes.

5. Sugar is not used in making pie doughs.

6. Meringue shells should be baked at about 375° F. for best results.

7. In making high sugar content cakes, when the eggs or milk are too cold the cake batter may curdle.

8. Even though soda and baking powder are both leavening agents, very satisfactory molasses cakes cannot be produced using only baking powder.

9. Frying fat that has been overheated should not be used for frying or in other baked foods, such as dark breads or cookies.

10. Almond macaroons may have hollow bottoms because of too much sugar in the mix.

11. A temperature of 110° F. is too high for proofing and kind of bread with good results.

12. Steam has nothing to do with producing so-called "blind split top" bread.

13. There is nothing that can be done if starch settles to the bottom when called for in a custard pie formula.

14. Tapioca is derived from the fruit of trees cultivated in South America.

15. In order to obtain a definite butter flavor in white bread, at least 8 to 10% butter, based on weight of the flour, should be used.

16. The musty egg odor in a yellow cake batter can be killed by increasing the amount of flavoring material used.

17. When making marble cakes, by taking part of the white cake batter and blending chocolate with it, the dark portion of the cake can be tenderized by the addition of some soda and milk to the batter.

18. There is no limit to the amount of moisture that a loaf of white bread may contain.

19. Some bakers, when making hand cut cookies, allow their doughs to rest for 6 or 8 hours in a cool place so they will roll out easier.

20. Brown sugar will not cream up as light in a cake mix as granulated sugar.

—BREAD IS THE STAFF OF LIFE—

Production Club

OCONOMOWOC, WIS.—The Wisconsin Bakers Production Club has accepted an invitation from Brownberry Owens, Inc., to hold its meeting Oct. 13 at the Lake Shore Club south of here.

The club held its September meeting at the Pines, Madison, at which time members discussed pan greasing with powdered grease, sanitary conveyor systems and the baking of crisp Danish baked foods.

Bakers, Allied Men From New York Area At Scarsdale Outing

NEW YORK—Over 75 members of the bakers and allied trades division of the federation of Jewish Philanthropies along with their guests, participated in a day of golf, tennis and swimming, topped off by dinner, at the Sunningdale Country Club, Scarsdale, N.Y., recently.

Richard Prince, president, Gottfried Baking Co., chairman of the event, called the day "an outstanding one." "Although it was a day of fellowship and relaxation, it also served to remind us of the vital work our division will do in the important campaign the federation will carry on this fall," he said.

Howard G. Janover, Gumpert Co., a member of the federation's trade organization council and a former associate chairman of the citywide campaign, spoke informally following the dinner session. He stressed that the call for services from the federation's 116 agencies by people of all races and creeds will increase greatly in the coming year. "Agencies which last year served 680,000 of our friends and neighbors will be called upon for increased efforts, and it is up to our industry to help provide the support necessary for this vital work," he said.

Arthur E. Levy, Joe Lowe Corp., chairman of the division for the past two years, announced that plans for the industry campaign will be formulated in September.

Albert Adler, chairman of the prize committee, presented awards to the day's outstanding competitors. Frank I. Daniels, Lockwood Co., won the silver cup to the individual winner of the bakers and allied trades division golf tournament.

Pillsbury Will Spend \$1 Million On Springfield Plant Expansion

SPRINGFIELD, ILL.—The Pillsbury Co. will invest "well over a million dollars" to expand production facilities at its Springfield plant, President Paul S. Gerot announced here Oct. 6. "The major projects," Mr. Gerot said, "are expansion of our turbo milling operation, installation of large storage bins and special equipment for bulk handling of flour, and new packaging equipment."

Mr. Gerot said these, plus numerous other projects planned here, mean the Springfield plant will get a large share of the \$7 million Pillsbury will spend on plant improvement during its fiscal year ending May 31, 1959.

Mr. Gerot was in Springfield for a Pillsbury board of directors meeting. He said that the board was holding its regular monthly meeting in Springfield to gain a closer insight into the operation there and to be-

Carl W. Swanson Named President Of American Bakers Cooperative

TEANECK, N.J.—Carl W. Swanson was elected president of the American Bakers Cooperative, Inc., Teaneck, N.J., at the annual stockholders meeting held recently at the St. Moritz Hotel, New York City. Mr. Swanson, owner of the Worcester Baking Co., Worcester, Mass., has been in the baking industry for many years and has held many honorary posts in the field.

Howard Ellison, Modern Bakery, Harlan, Ky., was elected vice president. The post of treasurer was filled by Clement F. Harris, the Harris-Boyer Co., Johnstown, Pa. John E. Lange, who continues as general manager of ABC, was chosen secretary.

In addition to Messrs. Swanson, Ellison and Harris, six other members were elected to the board of directors. They are Lloyd C. Bost, Bost Bakery, Shelby, N.C.; Donald Deans, Renton Baking Co., Inc., North Adams, Mass.; William B. Finney, Finney's Bakery, McKinney, Texas; R. J. Lewis, Lewis Brothers Bakeries, Inc., Anna, Ill.; Sherwin Overholt, Our Own Bakeries, Inc., Marquette, Mich.; and Arthur Vos, Jr., Macklem Baking Co., Denver, Colo.

Approximately 85 members and guests took part in the meeting. The conference's first session was opened by Mr. Lange, who introduced the new president, Mr. Swanson. Mr. Lange then gave the keynote address which had as its theme "Let's Go Like 60 in '59."

In the morning session, Joseph J. Kozak, director of merchandising, spoke on the marketing of baked food products in a talk titled, "Let's Go To Market For Profits." Tom Calak, heading ABC's new dealer relations division, spoke on the topic, "Bridging the Gap With Dealer Relations," emphasizing the need for a sound program of goodwill aimed at grocers.

Other highlights of the first day's session included an address by David Kaplan, president of the Economics of Distribution Foundation, Inc., who spoke on the important need for a re-appraisal of baking distribution. Chester A. Smith, consumer relations consultant for National Truck Leasing System, reviewed the ad-

vantage of truck leasing for both small and large bakeries. Bert E. Fraad, automotive service manager, A. E. Friedgen, Inc., closed the first day's session with a talk on the principles of economical fleet operations.

Advertising Plans Previewed

The second day's session was devoted to a presentation of American Bakers Cooperative's 1959 advertising program, which covered the media of radio, television, newspaper, outdoor advertising and point-of-sale.

The final session of the conference included talks on bakery production, purchasing and accounting. Edward S. Mack, ABC's director of production control, discussed "What's New" in bakery production. He was followed by Thomas F. Spooner, who talked about the Wallace & Tiernan Do-Maker Process. George O'Rourke, ABC's director of purchasing, reviewed the cooperative's purchasing progress over the past year.

The final two speakers at the conference were John T. McCarthy, director of member relations, talking on accounting activities; and Earl H. Thompson, division sales manager, Wesson Oil & Snowdrift Sales, discussed the "Plentiful Scarcity" in fats and oils.

—BREAD IS THE STAFF OF LIFE—

California Baking Company Announces Two Appointments

SACRAMENTO, CAL.—Verne DuFrene, president of the Rainbo Baking Co. of the Sacramento Valley, Inc., with plants in Sacramento and Chico, has been named chairman of the company's board of directors.

His promotion, and that of Harry D. Snyder to the company presidency, resulted from the retirement of Earl Schmetz, former board chairman. Mr. Schmetz is moving to Pebble Beach, Cal.

Mr. DuFrene, a native of Sacramento, joined the firm in 1933 as a route salesman. At that time the firm was known as the Pioneer Baking Co. It was founded in 1848. The new board chairman became a supervisor in 1936, sales manager in 1941, general manager in 1950 and president in September, 1954.

Mr. Snyder came to Sacramento from Chattanooga, Tenn., by way of Springfield, Mo. He has been in the baking business more than 20 years.

Rainbo has had name changes over the years. In addition to the Pioneer Baking Co., it also has been known as Old Home Bakers, and is affiliated with 57 other bakeries from coast-to-coast and serving an area from Redding on the north to Lodi on the south and from Calistoga on the west to the Nevada state line.

—BREAD IS THE STAFF OF LIFE—

KROGER SALES RISE

CINCINNATI, OHIO—Sales of the Kroger Co. for the ninth four-week period ended Sept. 6 totaled \$130,879,052, an increase of 4% over sales of \$126,251,577 for the corresponding four-week period a year ago. Cumulative sales for the first nine periods of 1958 totaled \$1,207,976,121, a 7% increase over sales of \$1,129,340,943 for the same nine periods in 1957. The average number of Kroger stores in operation during the period was 1,417, compared with 1,440 during the 1957 ninth period, a decrease of 2%.

come better acquainted with the community.

Mr. Gerot cited the Springfield plant—the company's largest—as an illustration of Pillsbury growth. Built in 1930, the plant has been expanded from a one-product flour mill to a multi-plant operation producing 20 consumer baking mixes, 125 commercial bakery mixes, 29 institutional products, and more than 100 different brands of flour. Employment has increased from 400 to approximately 1,200, and the annual payroll has risen from \$460,000 to \$5,700,000.

Pillsbury products made in Springfield currently result in 580 million purchases each year in grocery stores and bakeries, Mr. Gerot said. Mr. Gerot said that growth and expansion are possible only when production costs are kept competitive with industry costs. Competitive costs, he said, mean growth, stability and more jobs.

What's in the sack is no fad!



A dress style in vogue today may be passé tomorrow. But a sack filled with Powerful Flour is a perennial favorite with specialty bread bakers. Over the years, this Russell-Miller fancy first clear has proved it can carry unusual amounts of rye, whole wheat and other heavy ingredients. And smooth-blending Powerful has plenty of tolerance . . . produces excellent volume . . . pays a big bonus in flavor. A flour like Powerful is no accident, no fad. It's the result of careful Russell-Miller wheat selection . . . 76 years of milling "know-how." Start using Powerful for *your* specialty bakings!

RUSSELL-MILLER *Specialists in the milling of fine flours*

RUSSELL-MILLER Milling Co., Minneapolis 15, Minnesota: Millers of Occident, American Beauty, Producer, Powerful and other superb Hard Spring, Hard Winter and Soft Wheat Bakery Flours.

Chicago Bakers Conduct Annual Orphans' Outing

CHICAGO—Members of the Bakers Club of Chicago recently sponsored their annual orphans' outing at Kiddytown Park, the fifth charitable event since the idea was originated and first carried out. As in previous years, the outing was well attended and generously supported

by club members, their families and friends.

The idea of entertaining orphans and underprivileged children was originally conceived by Joseph J. Donzelli, Donz Bakeries Co. To instrument Mr. Donzelli's plan, the board of directors of the Bakers Club of Chicago approved the idea and appointed him as honorary chairman of all the outings. The first was held at Kiddytown with about 300 children of all races and religions attending. Since that time, and including the 1958 outing, about 1,800 children, ages 6 to 12, have enjoyed a

day at the park as guests of the club.

The committee, under the leadership of Mr. Donzelli, chartered buses for the guests and also returned them to their respective homes. Nine orphanages were represented in this year's outing.

The staff at Kiddytown Park, headed by Morton Fink, opened the park to the children at 9 a.m. and they enjoyed the various rides as often as they wished. The park was closed to the public until 1 p.m.

Luncheon Prepared

Members of the bakers club, their

wives and friends, assisted in preparing a luncheon, which included many bakery foods. The children were permitted an unlimited selection of cup cakes, pies, doughnuts, cookies and many other items, and were treated to ice cream, pop and candy.

Members of the club with cash donations and gifts of food made the outing possible and escorted the children and made certain each was shown some personal attention.

The 1958 entertainment committee included: Charles H. Barthel, Bro-lite Co.; Arthur L. Beaver, HumKo Division of National Dairy Products Corp.; Jack J. Betka, Dow Chemical Corp.; J. H. Blaisdell, Wisconsin Dried Egg Co.; Walter M. Christensen, National Yeast Corp.; Paul E. Clissold, Baking Industry magazine; Francis E. Deppe, Deppe-Vienna Baking Co.; Stuart L. Feuer, Lake Shore Products; Henry S. French, The American Baker Magazine; Edwin Gallier, Dayton T. Brown, Inc., "Airvan"; Arthur L. Gardner, Standard Brands, Inc.; A. R. Gibbon, American Molasses Co.; John G. Graef, Red Star Yeast & Products Co.; Carl J. Hornkohl, Carl Hornkohl Co.; Joseph R. Janis, Durkee Famous Foods; Frank J. Kimball, King Midas Flour Mills.

Alex W. Lockhart, the J. H. Day Co. division of Cleveland Automatic Machine Co.; J. D. MacGillivray, Morton Salt Co.; Robert M. Martin, Ekco Engineering Co.; Victor E. Marx, American Society of Bakery Engineers; Charles J. Regan, Sr., Interstate Bakeries Corp.; W. E. Schumacher, Anheuser-Busch, Inc.; Joseph J. Viskocil, Red Star Yeast & Products Co.; Lew Waldron, Columbia Chemical Co., Inc., and L. Nick Wheeler, Bakers Review magazine, all of Chicago, and the following:

William A. Gray, Vanilla Laboratories, Inc., Brookfield, Ill.; R. J. Hicks, Rainbo Baking Co., Joliet, Ill.; Glenn R. Krueger, General Mills, Inc., Park Ridge, Ill.; Ward W. Miller, Sheridan Flouring Mills, Inc., Park Ridge, Ill.; Paul H. Prentiss, Chicago Metallic Mfg. Co., Lake Zurich, Ill.; John A. Revord, Sterwin Chemicals, Inc., Evanston, Ill., chairman of the 1958 entertainment committee, and C. D. Sanderson, Pillsbury Co., Des Plaines, Ill.

The sixth annual orphans outing will be held at Kiddytown Park on Sept. 12, 1959.

—BREAD IS THE STAFF OF LIFE—

C. F. Eames Buys Bakery Business

TAMAQUA, PA. — Charles F. Eames, Tamaqua, has purchased the Eames Bakery, Inc., from the estate and other heirs of the late James Eames, and will continue to operate the corporation as its president. His wife is secretary of the firm. Mr. and Mrs. Eames have announced that they will continue the business with the same policies and employees as in the past.

The purchase involved acquisition of the land and building in one transaction and purchase of the capital stock in another.

Mr. Eames has been associated with the bakery for some years. When the business was incorporated approximately two years ago, he was named its president. Eames Bakery was started by Mr. Eames' grandfather, the late Charles H. Christ in 1889, and was purchased by Mr. Eames' father in 1917. He thus continues the family ownership. The bakery operates seven routes and has approximately 41 employees.



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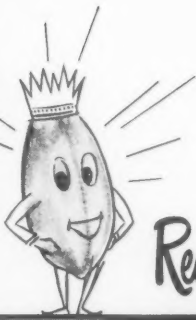
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1958 acreage **99.6%** "good to excellent"

Nebraska's 1958 wheat crop has been harvested. Varieties with "good to excellent" milling and baking characteristics constituted 99.6% of Nebraska's wheat acreage. Strong gluten varieties constituted 64.1% and mellow gluten varieties 35.5%.

Year after year, you can depend on quality-conscious Nebraska growers for wheat that produces flour which has adequate mixing time, proper mixing tolerance, high absorption, better baking performance, and improved loaf quality.

Always Pick the Leader... *Nebraska Wheat*

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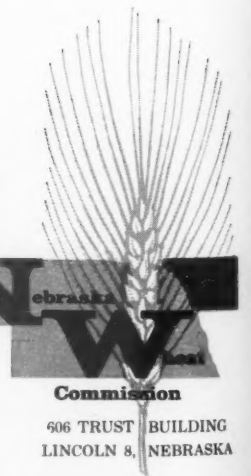
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Cooperating with the College of Agriculture

Virginia Bakers Hear Plans For Survival in Atomic Age

RICHMOND, VA.—A blunt, revealing outline of what might happen to the U.S. baking industry in the event of a thermonuclear attack, titled "Operation Survival," was the featured talk at the recent 12th annual fall meeting and conference of the Virginia Bakers Council. The address was presented jointly by Philip Talbott, marketing specialist with the U.S. Department of Agriculture, and Elwood E. Jarnagin, vice chairman, defense planning committee, grain division, USDA.

Excellent weather, one of the largest groups in council history, and a program of high interest all worked to make the conference one of the finest ever held, according to Harold K. Wilder, executive secretary. Other features of the two-day conference included a report on a survey of bakery scales in Virginia, a talk on bread by a public health nutritionist, a talk on the history and growth of chain stores, an open forum, and the annual council dance and president's luncheon.

In their talk on bakeries under atomic attack, the USDA specialists used charts and pictures to highlight salient points. It was based on studies made of damage following such a simulated attack on strategic centers of the country. It was evident, according to Mr. Talbott, that operation of bakeries in areas far remote from the point of actual damage would be impaired for an indefinite period. This would result from the lack of ingredients, principally yeast, if the areas where yeast production is centered were devastated.

Mr. Talbott discussed a plan which has been in the making in Washington. By this plan the operation of bakeries in all sections could be made relatively certain. This plan is to be announced to the baking industry at a later date. It involves stockpiling by those bakeries, with adequate facilities, of additional ingredients which might be in short supply or completely unavailable, in the event of bombed out production facilities. It calls for the rotating use of these ingredients from the stored supply.

Most important of the ingredients is yeast, and it was suggested bakers generally experiment with active dry yeast and that they store it so, in the event of an emergency, production could be maintained without interruption.

Miss Geraldine M. Piper, regional nutritional consultant, U.S. Public Health Service, spoke on "Why Eat Bread?" She said this is a question frequently asked by people in all walks of life, indicating that the baking industry is not keeping pace with the growth of population in encouraging a continuing and expanding use of bakery products, particularly bread.



Philip Talbott



Geraldine Piper

Virginia Bakers' Conference Talks

YOUR BAKERY . . .

● After Atomic Blast

WHY EAT BREAD . . . ?

● A bold Answer

4-H CHAMPIONS . . .

● Like Bakery Bread

Miss Piper urged the baking industry to step out boldly and tell the positive side of its story, rather than hide behind half-truths. She stressed the need of closer contact from an industry angle with parent-teacher groups, health and physical education teachers, home demonstration agents and their home demonstration clubs, and others who influence food habits, especially younger homemakers.

Miss Piper said that, if the baking industry is to achieve its potential in product use, there must be an awakening by bakers generally to the fact that they are dragging their feet as an industry, particularly at the consumer level.

"The Chain Store and You" was the subject of a talk by Wilbur M. Gaunt, managing director, Virginia Chain Store Council.

Mr. Gaunt traced the development of the chain store movement in the food field from the early days of its inception. He gave, as the objectives of the food store chains "an effort to provide the American people with high grade food products at the lowest possible cost consistent with efficient management and operation." He stated that, so far as he could see, the doors of chain stores are not closed to products of outside bakers provided bakers stimulate sufficient demand for their products to make them readily saleable in the food chain stores.

Mr. Gaunt pointed out that many food chains carry "outside" bread and other bakery products. He gave figures on chain store and supermarket operating, showing that—contrary to common belief—supermarkets and chain stores are not crowding out the smaller stores." On the contrary," said Mr. Gaunt, "the number of chain store units has been constantly decreasing in recent years, and the day is far distant when the small store will disappear from the scene." He did point out, however, that even the small store must be economically efficient to succeed.

4-H's Bread Preference

"We strive for a perfect loaf" was the theme of a program put on by the Virginia 4-H Club staff, and it presented two winners in the 1958 4-H bread baking contest, in Virginia. A total of 2,392 4-H Club members out of the 70,000 total membership in Virginia entered this contest which had for its objectives teaching the nutritional value of breads as a food and to create in the minds of the 4-H Club members the importance of bread in the diet.

Both of these young ladies indicated that, while they knew how to

bake bread, they prefer commercially baked bread.

H. D. Sanford, southern regional manager, Toledo Scale Co., reported on a survey made in Virginia bakeries to show how weighing losses can have a direct effect on profits. He cited one instance where a weighing loss, corrected as a result of the survey, saved what might have been a loss of thousands of dollars.

"This is the way we sell our milk" was the subject of a talk by Mrs. Lena E. Bowman, executive director of the Shenandoah-Rappahannock Dairy Council—and it was aimed directly at the bakers.

Mrs. Bowman advised bakers to profit by following the example of the dairy industry in releasing more funds for public relations work to saturate the state with a positive answer to the question, "Why Eat Bread?"

The two-day conference included a social hour sponsored by the Potomac States Division, Allied Trades of the Baking Industry, followed by a smorgasbord. This was followed by two sound color films, "The Jamestown Story," and the "Forgotten Store," showing the continuing struggle against obsolescence among U.S. supermarkets. Members and guests also visited Natural Bridge to see the pageant, "The Creation."

The session included an "early bird breakfast" sponsored by Anheuser-Busch, Inc., and the traditional hos-

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"ROCK RIVER" RYE "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

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COOKIE KING—cookie and dough-up flour

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GRAHAM KING—100% soft wheat graham

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Progressive Milling Since 1821

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pitality hour sponsored by Standard Brands, Inc.

The annual meeting of the council resulted in reelection of all officers: George W. Foxwell, American Bakeries Co., Roanoke, Va., president; Alex P. Kotarides, Mary Jane Bakers, Norfolk, Va., first vice president; Herbert J. Woods, Hecht's Bakery, Bristol, Tenn., second vice president; Robert J. Jones, Holsum Baking Co., Danville, Va., secretary-treasurer, and Harold K. Wilder, Richmond, executive secretary.

Directors reelected were R. N. Winfree, Lynchburg Steam Bakery; M. W. Fields, Virginia Holsum Bakeries, Staunton, Va., and Frank J. Welch, Rainbo Bread Co., Roanoke.

DCA Food Industries Offers Bakers Mix for Yeast Raised Doughnuts

NEW YORK—"If only we could get 'fresh' yeast raised doughnuts in packages!" Doughnut devotees have wished this since the day packaged doughnuts first appeared in groceries and supermarkets.

IF only we could make and package yeast raised doughnuts with a longer shelf life—we could do a land office business," bakers have been saying for years.

Now, with a suitable mix developed

and tested, bakers can have their wish, according to DCA Food Industries, Inc., whose scientists have perfected such a mix. The laboratories of DCA have wrestled with the problem a long time, experimenting and developing mix after mix. The big problem has been to find a way to add longer freshness and flavor-retaining shelf life to yeast raised doughnuts, still using automatic equipment. Test after test brought the desired result closer, but it was

a slow process over many years. However, at last a mix has been perfected that fills the bill.

From the first, it was only natural for bakers to be skeptical. After all, it sounded too good to be true.

And so, having licked the problem in the laboratory, the next step was to get the product into the field and into the hands of the final and most important judges, the consumers. Using the new mix, 10 test markets were selected and packages of one dozen yeast raised doughnuts made their appearances at grocers and supermarkets. Special one-dozen packages were designed and striking material developed to herald the new product. Behind the new mix was aggressive merchandising and experience so effective in making the doughnut America's greatest food snack.

Public reaction was quickly enthusiastic. The magic words "yeast raised" when applied to doughnuts signaled a long awaited treat. Fresh yeast raised doughnuts have always found a ready market, even though old methods did not always result in dependable quality and uniformity. Now with the method, equipment and mix available to make yeast raised doughnuts automatically, a highly superior product, uniform in taste, texture and quality can be assured, say the DCA people.

Added to this is the addition of more than 24 hours of extra shelf life, and the baker has a brand new product that is in great demand, opening new sales horizons of marketing possibilities for the baker.

To expand their bid for new raised doughnut business, bakers are being offered by DCA two new packages (and one new mix) in addition to the one introduced during the initial test period.

These are: 1. An 8-oz. package built around the same glazed yeast raised doughnut as the original dozen package, and 2. A half-dozen package of glazed devil's food yeast raised doughnuts. This product has unusual eye and taste appeal and, when dipped in chocolate glaze, gives a real chocolate taste.

—BREAD IS THE STAFF OF LIFE—

Talks, Tours Planned For Annual Meeting Of Iowa Bakers

WATERLOO, IOWA—The annual fall meeting of the Iowa Bakers Assn. will be held at the Elks Club here Oct. 14, with a full program of tours, talks and entertainment planned for both wholesale and retail members.

For retailers, the day will begin at 9 a.m. with tours through regular retail and supermarket bakeries. Wholesalers will meet at 10 a.m. for an open house tour of wholesale bakeries.

A luncheon at 12:30 will feature the Elks' Club famous prime rib special.

The afternoon program will begin with an informative talk by a nationally known speaker applicable to both wholesale and retail operators.

Following this, wholesalers will adjourn to the second floor lodge room for a general discussion, with Arthur Trausch, Trausch Baking Co., Dubuque, as chairman. The retail session, in the main ballroom, will cover production, actual make up, packaging and merchandising.

There will be no registration fee for the fall meeting, and bakers need not be members of IBA to attend.

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● Remarkable, in the face of today's rising operational expense, the way Waxed Paper holds the economy line on protective sales-packaging. Unusual, too, this rare combination of lower initial wrapping costs and availability that never fails. Add in its many other advantages and it's easy to see why more and more of America's favorite white breads wear the wonderful Waxed Paper wrapper.

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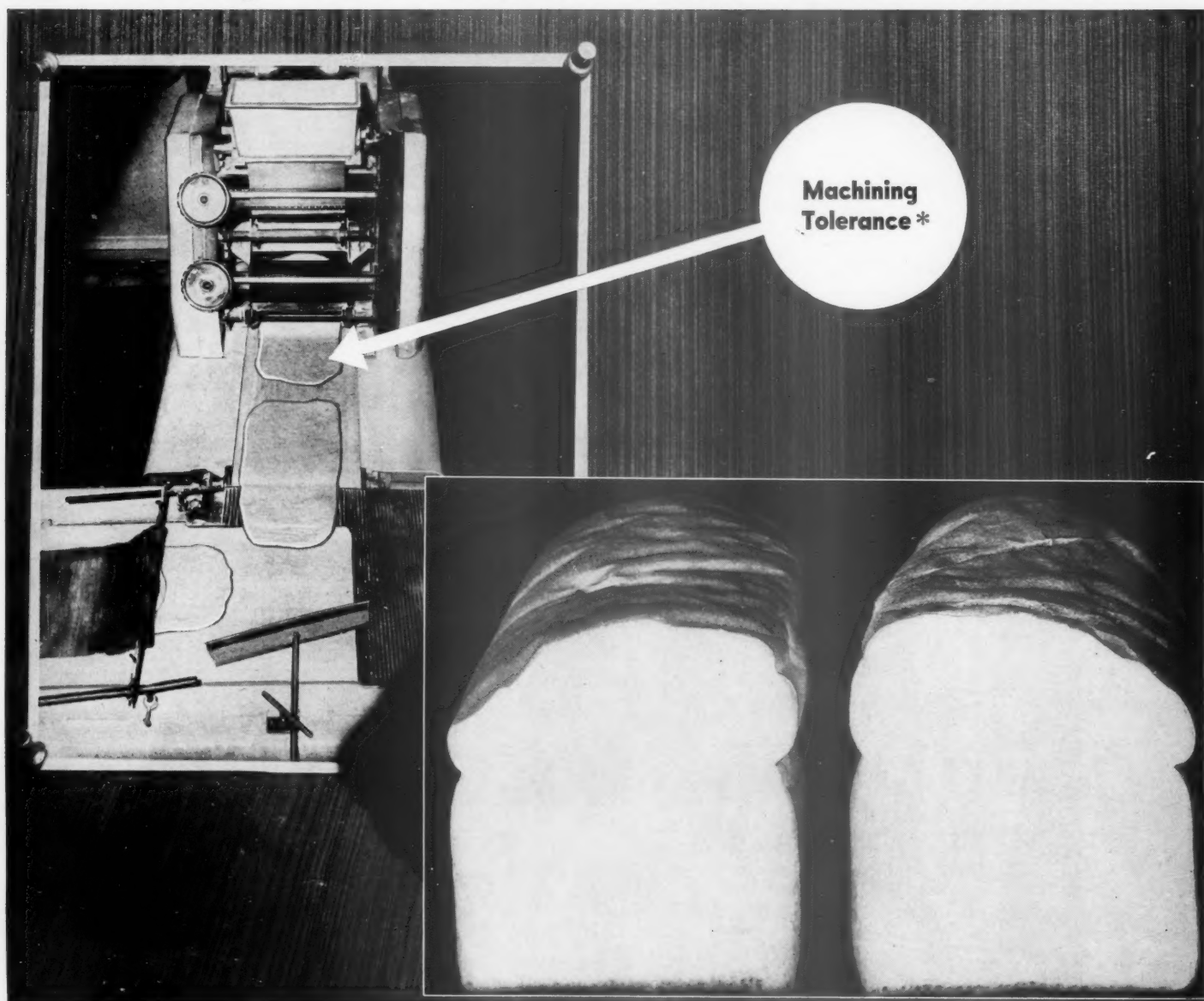
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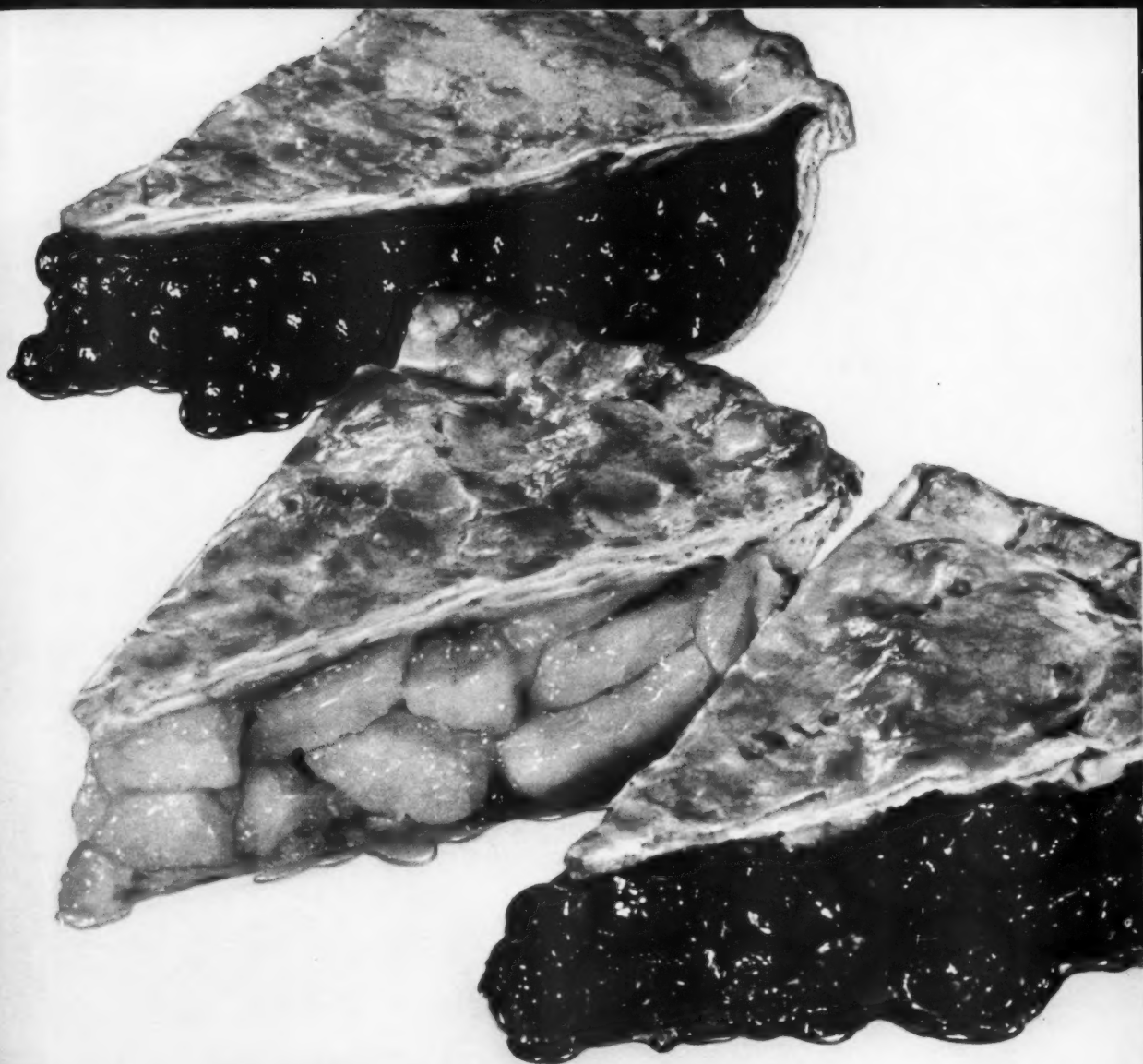


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For better pie—

for more sales—use Fleischmann's Frozen Fruits

Fleischmann freezes only fruit which meets rigid baking specifications established by The Fleischmann Laboratories. That's why Fleischmann's Frozen Fruits retain true fruit flavor and color to

produce better pies every time. Pie fillings made with Fleischmann's Frozen Fruits have that "special" appetite appeal that means satisfied customers for you . . . and repeat business.

Consult your Fleischmann man about additional benefits you can get—in Merchandising aid and Production help.

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Market Research Can Uncover Need for Packaging Changes

A Report from The
BAKERY PACKAGING COUNCIL

CHICAGO—Following the death of the cracker barrel, products of the packaging industry have registered with increasing impact on the marketing methods of manufacturers. With a current annual sales volume of some \$12 billion and the possibility of \$15 billion within a decade, packaging ranks among the nation's top industries, reports the Bakery Packaging Council.

Unlike the old cracker barrel, the modern package helps to retain a product's quality, results in better appearance and adds convenience for the consumer. Recent major trends in these respects include easy-opening containers, built-in measuring and dispensing devices, formed foil innovations, multi-packs, plastic squeeze containers, cook-in-the-package as well as eat-in-the-package foods, and aerosol dispensers, explains the council.

These trends have resulted, in part, from a competitive urge to be first, to be different—to add appeal to a product—and, hence, to sell more of it. Each successful packaging innovation, then, should help increase a manufacturer's share of his market. However, successful changes breed imitation, and the imitator often improves on the original version. With an accelerated sales, promotional and advertising program, the imitator may cut down the increased share of the market the originator of the new package was able to gain. On the other hand, both the imitator and the originator might not have been wise to invest in a change.

Both might argue that they firmly believed the new package had enough merit to warrant a change from the old. One or the other, perhaps both, might be able to demonstrate a heavier movement of the product to the warehouses of distributors and to the shelves of retailers. But the lack of pay off came when the product failed to move more rapidly from the shelves to the consumer.

Either manufacturer might have had success and could have saved a good part of his investment if he had taken time to test the new package with research among consumers while the change was being made and with a market test in a limited area under actual selling conditions before launching the product on a broader scale. Had testing been employed, the manufacturer would have obtained:

- A reasonable idea of the enthusiasm of the public in advance—eliminating elements evidently not desirable and adding some that the consumer research dictated.
- A good idea of the display value of the package versus that of competitive packages on the shelves of retailers of all types.
- A continuing report of the sales progress "at the retail level"—learning whether movement accelerated, remained steady or slowed as consumers had time to buy and re-buy, assuming that the product is of a type—like bakery foods—which are more quickly consumed.
- A comparison of the sale of

the newly packaged product versus the old under similar circumstances, except for the change.

● A continuing report of the sales progress of competitive products versus his own in the same market.

● Ideas of the best means of merchandising and advertising the new package if the basic test is of sufficient duration to allow time for switches in: a. Consumer advertising, b. Store displays, c. Sampling, couponing, d. Sales approaches, e. Pricing, f. Deals.

● Information on competitive counter-tactics, if any, and the effect of these on the sale of the newly packaged product.

Properly designed and conducted, a marketing test will substantiate or disprove previous guesses as to what is right or wrong. In addition, testing will provide information that had not been considered in advance but proves to be vital to a decision.

Market testing has proved to be especially successful in launching new products, and a packaging change can be sufficiently different to evolve a "new" product from the old. Results of testing by A. C. Nielsen Co. of new products launched after testing show that, out of 100 of such market tests, 76 were successful, 19 obtained limited success and only 5 failed.

Only One Way

But market testing is only one way in which marketing research can reveal the need for a change in packaging. The Nielsen Food Index service, for example, uncovers many factors in a continuing bi-monthly report which is given to a client. This report, besides supplying other data of many types, reveals gains and losses of a manufacturer and his competitors in their shares of the market. Properly analyzed, the information provided can tell the client whether or not a change in packaging is indicated. In addition, the report helps a client study the success or failure of a competitor's packaging change through studying comparative market shares, making allowances, of course, for relative strengths of advertising and merchandising impacts. Obviously, knowing the success or failure of a competitor's change in tactics helps a client to decide on which course he should take.

Breakdowns of data, covering a client's and his competitor's products, secured through the Nielsen Food Index include: 1. Sales to consumers, 2. Purchases by retailers, 3. Retail inventories, 4. Day's supply, 5. Distribution, 6. Out-of-stock, 7. Prices (wholesale and retail), 8. Retail gross profit, 9. Direct vs. wholesale purchases, 10. Average order size, 11. Reorders, 12. Dealer push and 13. Total sales (all commodities).

These data are further broken down by brands, territories (Nielsen standard areas or client's own), county sizes (population range), types of stores, sizes of stores, package sizes and product type.

The need for a packaging change, nationally or by section of the country, can be deduced from the trend

of sales shares of the client and his competitors' products. A certain size package, for example, can be revealed as selling well in New England, but a different size for West Coast trade might be indicated.

Considering store types, one size might sell better in self-service stores, another better in clerk-service stores. Therefore, a client manufacturing but one size may find it profitable to produce another larger or smaller package.

A whole array of ramifications is possible when applying marketing research to detecting the need for a


packaging change alone, and only a few possibilities have been discussed. These, however, should suggest more—depending on the change contemplated, which should consider these basic factors: 1. Ease of product identification, 2. Complete product protection, 3. Convenience of function and performance and 4. Ease of price-marking, stocking and handling.

Again, marketing research, whether it be market testing or application of the Nielsen Food Index, can advise a manufacturer whether failure to apply any of the four points is adverse to his share of the market.

Our brands have become identified with quality the world over. . . . Extensive experience with top-quality wheats from Montana, Idaho, Washington and Oregon milled in the largest flour mill on the West Coast means flours of consistent uniformity and highest quality.

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Staff of Life"

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The Consolidated Flour Mills Co.
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the **KEY** to bakery profits...

A PREFERRED PRODUCT opens the door to increased sales!

Every attic, in some obscure trunk or drawer, has its collection of discarded keys . . . odd and unusual shapes, some plain and simple, all designed to open objects long forgotten.

But when it comes to opening the door to bakery sales success, only one key fits the lock. And that key is a preferred product. A product consumers choose time and time again.

Midland Flours are milled to put your products in the "preferred" class. From preliminary crop surveys through the actual milling process, scientific controls eliminate all guess work and chance . . . assure you of absolutely uniform, top-quality baking results.

It will pay you to pick Midland Flour every time.



Town Crier
flour

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THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.

Ring the Baker's Doorbell

The **Pocahontas (Iowa) Home Bakery** is now under the management of Bob Hansen, who has returned from military service.

Mr. and Mrs. Ernest Bucklin, formerly in the bakery business at Aberdeen, S.D., have opened a bakery in **Selby, S.D.**

Mr. and Mrs. Milton Martinson have taken over management of the **Towner (N.D.) Bakery** from Helmut Schmidt, who operated it for approximately 4½ years. Mr. Schmidt has announced plans to operate a similar business in Rockford, N.D.

Arlene and Arnie Oschmann recently opened a bakery in **Henderson, Minn.**

Mr. and Mrs. Robert Baldinger, operators of Baldinger's Bakery at 369 Carroll Ave., **St. Paul**, have purchased Uselman's Golden Ray Bakery, 1759 Selby Ave., from Mr. and Mrs. Carl M. Uselman, who are retiring from the business. The Baldingers expect a new freeway to be extended through the location of their present bakery.

William Langlas has announced plans to modernize the store front of **Lawn City Bakery** at **Cedar Falls, Iowa**.

Mr. and Mrs. Al Schliezinski have announced plans to open the **Eldon (Iowa) Bakery**, formerly operated by Kenneth James, who recently moved his family to **Newton, Iowa**.

Mom's Bakery at **Manly, Iowa**, recently observed its grand opening.

The **Quitberg Bakery**, with James Quitberg as proprietor, has been opened on E. Carson St. in **Dominiguez**, on the outskirts of **Los Angeles**. The bakery was formerly owned and operated by Dave Resch.

With his son, just released from the armed services and learning the trade under his tutelage, C. N. Choate has opened his second retail bakeshop at 15202 E. Rosecranz in **La Mirada**, a suburb of **Los Angeles**. Mr. Choate has had a bakery in **Lakewood** for seven years.

A new special consultation room for customers interested in special cakes for such occasions as weddings and anniversaries has been added to David Hettick's bakery at 3462 Tweedy Blvd., **Southgate**, a suburb of **Los Angeles**.

Frank Bakker's bakery in **Paramount, Cal.**, has moved to new and larger quarters made necessary because of the volume of business entailed in servicing a new type of vending machine.

H. C. Lesperance has taken over operation of **Our Lady Bakery**, 6875 Brighton Blvd., **Adams City, Colo.**

C. H. Marton has established a retail bakery at 8544 Parker Rd., **Denver**.

Boone W. and Jenette Beeman have opened a retail bakery at 246 W. Sixth Ave., **Denver**.

A license has been granted to Jessie M. Gordon to open a bakery at

4922 Lowell, **Denver**, to be known as **The Lowell Blvd. Bakery**.

Mr. and Mrs. Sidney Williams, operators of the **Williams Bakery** at **Zanesville, Ohio**, have announced the opening of a branch store in the **Country Fair Shopping Center**.

The **Decatur (Ind.) Bakery**, owned and operated by Mr. and Mrs. Laddie Larva, has been moved to larger, remodeled quarters at 107 N. Phelps St.

With Bakers



FLEISCHMANN *is first—*



Consult your Fleischmann man about the additional benefits you can get—in Merchandising aid and Production help.

90 YEARS OF SERVICE TO THE BAKING INDUSTRY



Lift fall sales
to new highs with General Mills'
1958 Halloween Promotion

Complete package promotion features

**New three-way Mask-Bags*

**Popular handy decorating stencils*



How to make Halloween baked foods that sell!

Fine baked foods, the kind your customers *buy*, depend upon the flour you use. Start with the best . . . with General Mills Bakery Flours . . . and the results are the finest. That's because General Mills Bakery Flours are quality flours that promise baked foods that sell . . . time, after time, after time.



The finest specialized cake flour made, providing excellent mixing, sugar-carrying and liquid tolerance for cakes of high volume, tenderness and fine texture.



Bleached or unbleached flours, carefully milled from selected wheats chosen for short gluten characteristics, to produce flaky golden-brown pie crusts and to provide desired "spread" and eating quality for cookies.



Yeast-raised Donut Flours have strength, yet elastic tender gluten characteristics for excellent volume and keeping qualities. Unbleached Cake Donut Flours provide maximum tenderness of finished product.

The Tricks or Treats Trade is yours this year with the bright new Mask-Bag in General Mills' 1958 Halloween Promotion! Colorful orange and black patterns make the bag an attractive reminder of Halloween when used as a shopping bag. Come Halloween night, the youngsters can use it to collect Tricks or Treats in the neighborhood. Most important they can cut out the eyes and mouth and the Tricks or Treats bag turns into a mask!

For Family Celebrations and Halloween Parties, the 1958 promotion includes plastic cake decorators which make it simple to trim cakes, cupcakes and cookies. First introduced in last year's kit, these decorators became tremendously popular with bakers because of their ease of use . . . and with customers, who bought

because of the spritely cats and witches on their Halloween baked foods.

And that's not all! To help you *sell* your Halloween line, the promotion features a big, four-color poster. Three different orange and black window streamers push your donuts, cookies and Mask-Bags. Five newspaper ad mats (in one, two or three-column sizes) sell your Halloween specialties and new Mask-Bags. And to help you still more, a formula-promotion booklet tells you how to make Halloween specialties . . . and how to *sell* them! You have everything you need for a profitable campaign!

Act now! For your 1958 Halloween Promotion kit, ask your General Mills salesman or write

BAKERY SALES SERVICE

9200 Wayzata Blvd., Minneapolis 26, Minnesota



Everyone's Favorite Chicago LOOP Hotel



1501 newly decorated rooms. Central air-conditioning for maximum comfort in all seasons—all with radio, many with television.

Just a step from State Street Shopping, Theatres, Merchandise Mart and LaSalle Street financial district.

Telephone: FR 2-2100

World-famous restaurants



PORTERHOUSE
College Inn
Well of the Sea

drive
right
into the

SHERMAN

CHICAGO'S MOST CONVENIENT HOTEL
RANDOLPH, CLARK & LaSALLE STS.

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P. O. Astleu WISCONSIN

Super Chief

High Protein Flour

GREEN'S MILLING CO.

Morris, Minn.

KNAPPEN MILLING COMPANY

Producers of
**BEST QUALITY MICHIGAN
CAKE & BAKERY FLOURS**
AUGUSTA, MICH. TEL: Redwood 1-3282

DAVID HARUM BAKERS FLOUR

From Nebraska's
Choice Winter Wheat
LEXINGTON MILL & ELEV. CO.
LEXINGTON, NEBRASKA

Centennial MILLS, INC.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000
Bushels
Country and
Terminal
Storage



NEW SPOKANE MILL - ONE OF
THE WORLD'S MOST MODERN

MILLS AT SPOKANE - WENATCHEE - RITZVILLE - PORTLAND

Paul M. Baker, Jenny Lee Bakery, McKees Rock, Pa., has opened his eighth retail bakery in the Pittsburgh area. The bakery is in the Crafton-Ingram Shopping Center. Mr. Baker is president of the Associated Retail Bakers of America.

A bakery has been opened in the new Daitch-Shopwell supermarket, Midway Shopping Center, Central Ave. and Ardsley Rd., Greenville, Westchester County, N.Y.

F. H. DeLoach recently opened the third DeLoach Home Bakery in the new Peachtree Battle Shopping Center, 2341 Peachtree Rd., Atlanta, Ga. The store has new equipment and is managed by Miss Martha Whited.

The Lewis Bros. Bakery, Anna, Ill., recently purchased the 30-year-old Centralia Baking Co., Centralia, Ill., in a \$150,000 transaction. The purchase gives Lewis Bros. a total of three plants, six offices, 126 routes and 260 employees.

Dunkin, Inc., was sold recently to Sam and Dave Pesin and is now known as Virginia Donuts, Inc., with main offices in Philadelphia. David Ballago is the manager. Virginia Donuts also bought Mayflower Donuts, Washington, and Cottage Donuts, Baltimore, Md. All three firms are now operating under Virginia Donuts with headquarters at 1109 Aisquith St., Baltimore.

Barrette's Doughnut Shop, with headquarters at 1912 Pleasant St., Fall River, Mass., has taken over the Tiverton Bakery, 41 Main Rd., North Tiverton, R.I., formerly operated by Charles Pomfret, operator of bakeries at 212 Rock St. and 1270 Pleasant St., Fall River.

The Sally Ann Baking Co., 805 First Ave. S., Great Falls, Mont., has been sold to Gamer's Confectionery, Inc., of Butte, Mont., which firm is headed by George Schotte. William H. Bertsche, Jr., former Sally Ann owner, is retiring from active business, but will become a director of Gamer's. Mr. Schotte has negotiated a long-term lease for the building in which the bakery is located, which is owned by Mr. Bertsche's wife. Vince Weggenman of Helena, who has been in the bakery business 29 years, will be in charge of gen-



CAKE PROMOTION—Grable's Bakeries, Inc., Miami, Fla., produced this 400-lb. birthday cake for Ryder System's Great Southern Trucking Co. on only four days notice. The edible van-and-cab replica is 6 ft.-4 in. long, 1½ ft. wide and 2½ ft. high. The "road" for the vehicle is paved with freshly toasted coconut shreds. Increased orders after the photo appeared in local newspapers indicated that there is more to cake than calories. Other business firms began to visualize—and request—their own products and services sculptured in batter. Great Southern donated the cake to a children's hospital.

eral bakery operations for Gamer's. Mr. Weggenman, who manages Gamer's Bakery in Helena, will continue to live in Helena. Tom Cummings, who has been associated with Sally Ann Baking Co. for 12 years, has been named local manager by Mr. Schotte. Ed Carter, with the firm 26 years, will continue as plant superintendent.

W. W. Priestly, formerly with Hecht's Bakery, Bristol, Tenn., has purchased Shulman's Retail Bakery, Montgomery, Ala.

Mr. and Mrs. William R. Lee have opened a doughnut shop at the corner of Pearl and Portsmouth Sts. in Jackson, Ohio. They are former residents of Beaver, Ohio.

Frudeger Bakery Co., 709 N. Sixth St., Burlington, Iowa, has been ordered into receivership by action of the district court. Warren Weissinger is president of the firm. The court appointed Milo J. Reusch as receiver.

Plans have been announced to construct an 8,000 sq. ft. addition to Rainbo Baking Co. plant in Albuquerque, N.M. The new structure will be used to increase warehouse facilities.

Mrs. William DeShaw has announced plans to open a bakery in Savage, Minn., about the middle of October.

Mr. and Mrs. Ralph W. McClintock, who owned and operated the Tasty Bake Shop at St. Petersburg, Fla., for 12 years, have closed their southside location and moved their bakery and store to a new building in the Tyrone Shopping Center. The bake shop has been modernized and new equipment installed, including two new ovens. The new name is McClintock's Bake Shop.

—BREAD IS THE STAFF OF LIFE—
FIRM RELOCATED

PITTSBURGH—Mallet & Co. is now relocated in its new 16-acre plant at Carnegie, Pa., adjacent to the Penn-Lincoln Parkway and the Pennsylvania Railroad.

AIB Sales Seminar

CHICAGO—Approximately 30 sales managers have registered for the American Institute of Baking's eighth sales management seminar to be held here for two weeks beginning Oct. 12.

The program has attracted, since its start, more than 200 sales executives from 120 bakeries and allied companies.

The October seminar, as previous ones, will be directed by Dr. Robert W. English, AIB's director of education, and James R. Hawkinson, professor of marketing at Northwestern University.

—BREAD IS THE STAFF OF LIFE—

STOCK ACQUIRED

TERRE HAUTE, IND.—Leo Dreher, president and chairman of the board of Ideal-Fitzgerald Baking Co., Inc., has acquired all outstanding company stock, and is now sole owner. New officers and directors recently elected are: Mr. Dreher, president and treasurer; Frank Crawford, vice president and secretary, and Fannie Dreher, director.

CAHOKIA FLOUR CO.

ST. LOUIS, MO.

for ALL your flour...

SPRING... HARD WINTER... SOFT WHEAT

THE BEARDSTOWN MILLS COMPANY
BEARDSTOWN, ILLINOIS

Evans Milling Co., Inc.


INDIANAPOLIS, IND., U. S. A.
Manufacture Kilm-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels

ACME RYE

A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades


FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

From the Heart of the Wheat Belt



IT PAYS TO BUY

American Flours



AMERICAN FLOURS has a long history of producing the finest quality flour for the American home. Our mills are located in the heart of the wheat belt, where the best wheat is grown. We use the latest milling technology to produce flour that is pure, clean, and free of any additives. This is why our flour is the choice of millions of Americans. That's why you should always buy American.

AMERICAN FLOURS, Inc.

CHICAGO, ILL.

For more information, write to: American Flour Company, P.O. Box 100, Chicago, Ill. 60601.

'ROUND-THE-CLOCK ALERTNESS ASSURES YEAR-ROUND QUALITY

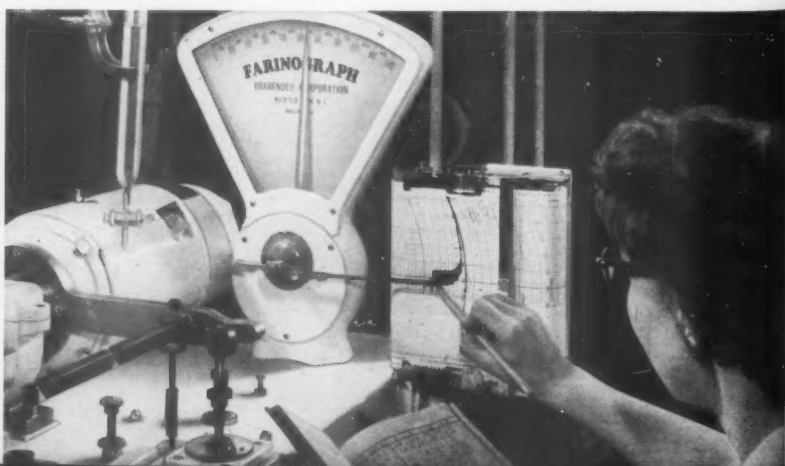
Even double checking is not enough for the
Pillsbury quality control department; these flour "detectives"
leave nothing to guesswork



Raw materials must pass tough tests before being used in Pillsbury bakery flour and mixes. This is vital when the basic raw material—wheat—is subject to many variables. 15 kinds of wheat are grown in Kansas alone—each with different baking qualities. And each varying from crop to crop. (This year, Kansas wheat has the highest protein ever recorded.)

So bakers can count on uniform baked foods year after year, Pillsbury's quality control "detectives" maintain 24-hour vigilance over raw materials, wheat blends, milling steps and final use of all Pillsbury Products. Quality control at Pillsbury is a separate department with full authority to turn down raw materials or prohibit the shipment of any finished products that don't meet exacting standards. Pillsbury's reputation for quality is one of the company's greatest assets . . . and the chemists, engineers and technologists in quality control are the constant watchdogs over this long-standing reputation. These men also keep products in line with bakery production needs. Higher mixing speeds during the past 10 years have required flours with more tolerance and uniformity. Pillsbury quickly met and maintained these new specifications.

Test, test, test—that's the only sure way there is to maintain constant quality. Farinograph shown above compares mixing time and tolerance and water absorption of flour samples. The first tests are made before the harvest. Pillsbury technicians go right to the heart of the wheat belt, test specially-milled samples of the ripe, newly harvested grain . . . so they can advise grain buyers of current wheat characteristics. But the testing doesn't stop here. The wheat is tested when first binned, again after various bins are blended together. The flour is checked during milling and as a finished product prior to packing.





It's not unusual for a midnight call to rouse the Pillsbury plant quality control manager with a special problem about a particular run of flour. Constant quality, night or day, is the watchword.

Full size loaves are baked from samples at many points. Over 400 *different* tests are run each week at Pillsbury's Springfield plant alone. At new crop time a special transition program is followed so the baker's production won't be affected by abrupt changes in flour performance.

The job's not done, Pillsbury believes, until the finished baked foods are produced. That's why Pillsbury technical servicemen are constantly visiting bakeries across the U. S. These men observe new trends, can plan changes in flours to meet them. That's why Pillsbury can bring you the kind of quality that means better baked foods, year after year.

y.
b-
ry
m-
of
eat
he



... your partner in building sales!

Pillsbury Mills, Inc., Minneapolis 2, Minnesota

Worth Looking Into

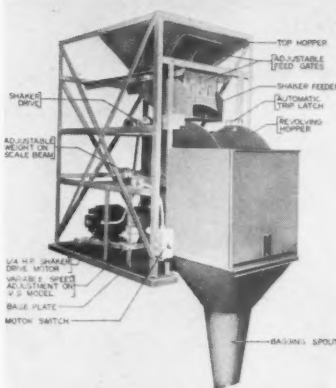


New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4195—Package Imprinter Brochure

An illustrated four-page brochure that describes all the machines it makes for imprinting, coding and marking packages and products, has been released by Adolph Gottscho, Inc. The new folder is designed to give a comprehensive picture of the various types of units available for different imprinting applications. Photos of all the latest models and additions to the Gottscho line are included. A copy of the brochure may be obtained by simply marking No. 4195 on the coupon and mailing it to this publication.



No. 4197—Filling, Weighing Machine

A new automatic bench model weighing and filling machine to keep production moving swiftly and raise operator efficiency during packaging operations has been made available by the Richardson Scale Co. The new unit, called the Holm Model SS

weighing and filling machine, provides 18 to 20 accurate weighings a minute of free, semi-free and non-free flowing materials, with a maximum capacity of 12.5 lb. The unit is completely automatic. The unit is designed as a bench or table model. For details, check No. 4197 and mail to this publication.

Send me information on the items marked:

- | | |
|-----------------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> No. 4195—Imprinter | <input type="checkbox"/> No. 4202—Fry-Saver |
| <input type="checkbox"/> No. 4197—Filling Machine | <input type="checkbox"/> No. 4204—Cinnamon |
| <input type="checkbox"/> No. 4198—Cabinet | <input type="checkbox"/> No. 4205—Pneumatics |
| <input type="checkbox"/> No. 4199—Covers | <input type="checkbox"/> No. 4206—Pan Washer |
| <input type="checkbox"/> No. 4200—Equipment | <input type="checkbox"/> No. 4207—Anti-Sticking |
| <input type="checkbox"/> No. 4201—Heat Transfer | <input type="checkbox"/> No. 4208—Sharpeners |
| <input type="checkbox"/> No. 4202—Pneumatic Systems | <input type="checkbox"/> No. 4209—Pan Device |

Others (list numbers)

NAME

COMPANY

ADDRESS

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS
PERMIT No. 2
(Sec. 34.9,
P. L. & R.)
MINNEAPOLIS,
MINN.

BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY—

The American Baker

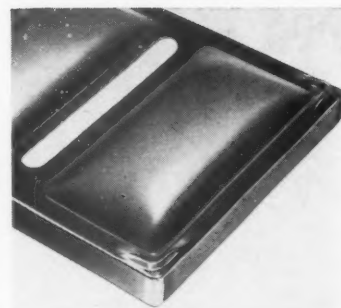
P. O. Box 67

Reader Service Dept.

Minneapolis 40, Minn.

No. 4202—Pneumatic Dough Mixing

Sprout, Waldron & Co., Inc., negative pressure pneumatic systems are being used in the baking industry to convert from batch to continuous dough making while improving quality, cutting costs and reducing human error, say the manufacturers. The original continuous dough making system involved the use of special dry material feeders located above the mixers, periodic filling, high headroom, constant attendance and excessive dusting whenever bags were opened or charged into the system. In the Sprout-Waldron pneumatic system, a stream of flour is received from one or two feeders at the same time and delivered to a continuous mixer. Uniform operation within very closely prescribed range, complete moisture control and a variety of quality and safety precautions have been established as standard conditions which must be met. Further details on request. Just check No. 4202 and mail the coupon.



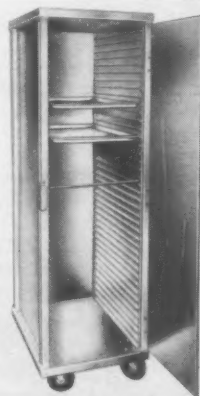
available on Chicago Metallic pullman covers. Each corner of the pullman cover is embossed with a stacking projection. One cover sits on another to form a rigid stack. Sliding or spreading is eliminated and stacked covers may be easily moved on skids or pallets. This new stacking feature is also available on Chicago Metallic "sanimatic" muffin frames at small extra cost. Check No. 4199 and mail the coupon to this publication.

No. 4203—Bulletin on "Fry-Saver"

A recently published bulletin by S. Blickman, Inc., gives detailed facts about the "fry-saver," an automatic, completely enclosed portable filter for frying fats. The unit is said to double the service life of fats used for making doughnuts by removing all impurities without the use of powders or other supplementary filtering media, improving appearance and taste. For this bulletin, check No. 4203 and mail the coupon to this publication.

No. 4198—Bakery Transport Cabinet

A transport cabinet to meet today's bakery handling methods has been introduced by the Quirk Mfg. Co., a division of Stoddard Mfg. Co. Designed and built with weight and abuse taken into consideration, the unit is constructed of hitesile extruded aluminum shelf channels, forming tray ledges electrically welded to



upright channels. The channels are welded at all eight corners and reinforced with four gusset plates welded into front channels, adding rigidity and sturdiness to the door frame. Double box top construction gives added strength. The unit can be easily handled by one person. For details, check No. 4198 and mail coupon to this publication.

No. 4199—Stacking Pullman Covers

A new construction feature that permits stacking to save floor space and reduce handling time is now

No. 4204—Prepared Cinnamon Filling

Knickerbocker Mills offers a new prepared cinnamon filling mix trademarked "Cinnaquik." It provides an easy method for preparing a moist cinnamon filling, incorporating all the superior moist mix qualities. Since Cinnaquik is applied as a saturated filling, it counteracts cinnamon's normal affinity for moisture, thus preserving freshness of the product. It imparts a mild, smooth, genuine Saigon cinnamon flavor. With the addition of warm tap water, Cinnaquik is ready to apply on the base dough with a spatula or conventional pump in five minutes. For more information, check No. 4204 on the coupon and mail.

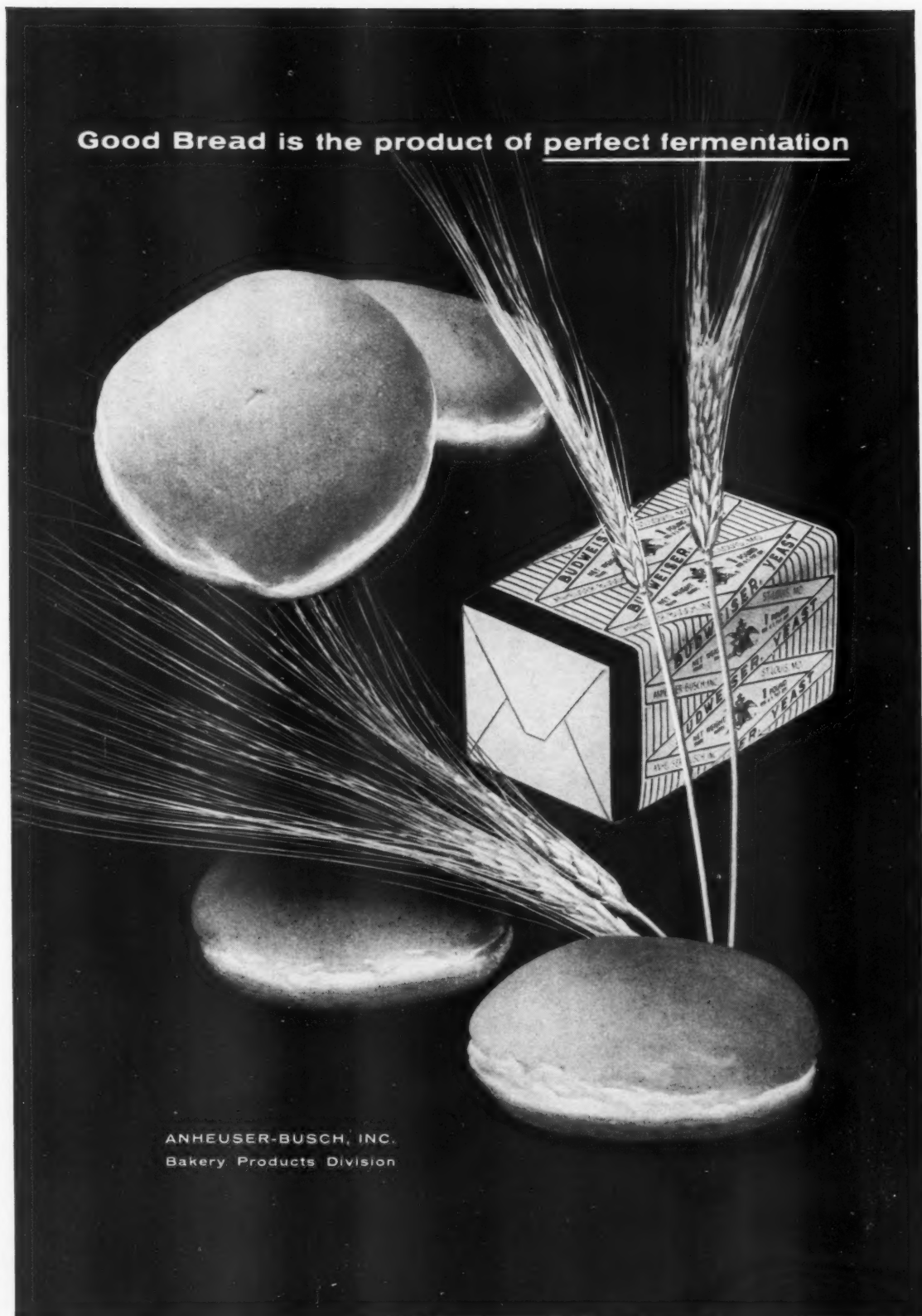
No. 4205—Pneumatic System Explained

An eight-floor arrangement of pneumatic conveying systems for handling ingredients used in the yearly production of 118 million pounds of cookies and crackers at a National Biscuit Co. baking plant is described in a new illustrated bulletin now available from the Fuller Co. The bulletin details automatic unloading and interfloor transfer of flour and sugar from Airlide cars to production ovens. Text material explains speeds, flow capacities in tons, weighing, storage, arrangement of feed lines, switches and layout. Check No. 4205 on the coupon and mail for this bulletin.

No. 4206—Special Pan Washer

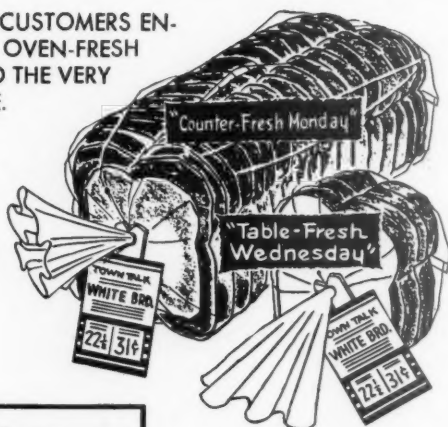
A special senior model pan washer is available from the Alvey-Ferguson Co. It reportedly features a highly efficient drying chamber which solves, within practical space limitations, the problem of incomplete drying. The drier is divided into a two-zone system. As pans enter the first, excess water is blown off by a high-pressure blast of hot air. In the second system, superheated air is directed onto the pans by two perforated plenums. The products of combustion from the wash and rinse tanks fire tubes are directed into this drying chamber of the machine. Also, a direct-fired heater serves as a booster to elevate temperature in the drier. Complete information on the new A-F special senior high production bakery pan washer will be

Good Bread is the product of perfect fermentation



WHY NOT PROTECT THAT FRESHNESS WITH A RE-CLOSABLE PACKAGE?

LET YOUR CUSTOMERS EN-
JOY THAT OVEN-FRESH
FLAVOR TO THE VERY
LAST SLICE.



Write for Literature
and Samples

- Kwik Lok Stock Design Closure-Labels.
- Kwik Lok Assorted Color Closures for Code-Dating.
- Vu-All Plastic Bags.
- Combination Units That Include All Necessary Packaging Supplies.

IT TAKES JUST A TWIST OF
THE BAG NECK AND A SNAP
OF THE FINGERS TO OPEN
OR CLOSE ANY KWIK LOK'D
PACKAGE. BREAD THAT IS
"OVEN FRESH" MONDAY IS
"TABLE FRESH" WEDNESDAY:

Kwik Lok Corp., Box 2098
Yakima, Washington

Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,700 Cwts. Daily

Grain Storage 2,250,000 Bus.

All Grades

RYE FLOUR

1000 cwts. Flour—250 cwts. Meal

GLOBE MILLING COMPANY
WATERTOWN, WISCONSIN

SPRING WHEAT FLOURS

RED WING SPECIAL BIXOTA

CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.

sent upon request. Check No. 4206 and mail the coupon to this magazine.

No. 4200—New Line Of Bakery Equipment

Frigid Igloo Mfg. Corp. has released information about its new 1959 "Trim-Line" baked foods freezers, dough retarders and reach-in refrigerators. Constructed of all welded steel, the "Trim-Line" features full length doors operated by double-action handles. Other features include breaker strips between inner-shell

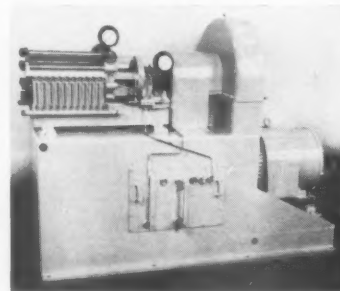


and exterior of the case to prevent conductivity of cold from the inner-shell to outside of the case. Heavy duty, 3/16 in. pan racks with 1 1/2 in. or 2 in. spacing that are easily removed for cleaning are also featured.

The entire line is available in 31 different models, remote and self-contained, finished in all stainless steel; or stainless steel front and balance of case in aluminum; all white baked enamel, or in color. Check No. 4200 and mail for details.

No. 4201—Heat Transfer Machine

The Flowmaster Reactor, a continuous processing machine which can transfer heat to or from materials as it mixes, has been developed by the chemical machinery division of Baker Perkins, Inc. Essentially, Flowmaster is a continuous reactor combining mixing with accurate proc-



ess temperature control. Because of the multiple action of the machine, it can be used for emulsifying, cooling and heating, texturizing and aeration, cake batter manufacture, sterilizing and pasteurizing, and cooking pie fillers. For more information, check No. 4201 on the coupon and mail to this publication.

No. 4207—New Anti-Sticking Agent

A new, universal, anti-sticking agent has been developed by the Perc E. Harms Co. The product is called Slide, and is an aerosol spray incor-

porating high silicone content. Slide is claimed to be safe and non-toxic for use in food preparation to avoid sticking on pans, tins, rolls, crimpers, hot plates, gluers, sealers, and wherever plastics or adhesives contact metal. It is also said to be effective in preventing a wide range of substances from clinging to cutters. For details, clip the coupon, check No. 4207 and mail to this publication.

No. 4208—Sharpener For Band Blades

"Beco" has just been awarded U.S. Patent No. 2,841,932 on its well known and widely used Beco Diamond Band Blade Sharpener. This sharpener, which presents a radical departure from all previous blade grinding processes, uses pads, built up of finely ground industrial diamonds, to replace circular powered and non-powered grindstones, pencil hones, and various other devices used for sharpening band blades in place. It has been on the market for over two years. Claims are made by the manufacturer for increased accuracy and efficiency, and freedom from glazing and frequent replacement of parts. For details, check No. 4208 and mail the coupon.

No. 4209—Device To Turn Pans

The J. H. Day Co. has just developed an automatic attachment for its portable, self-contained cake pan coater. This attachment can be mounted on the discharge end of the machine frame and will turn the cake pans over automatically so that they will be in correct position to be fed directly into the depositor. Timing of both the greasing and turnover can be adjusted to match time of the depositor. Cake pans are fed into the coater in an inverted position. A light, uniform grease film is applied on sides and bottoms of the pan cavities automatically. A bulletin, No. 657, is available which describes and illustrates the Day cake pan coater. Clip the coupon, check No. 4209, and mail. Details will be sent.

Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 4181—Bakery bags, Thilmann Pulp & Paper Co.

No. 4182—Mobile proof cabinet, Crescent Metal Products, Inc.

No. 4183—Display fixture, White Mountain Division, Maine Mfg. Co.

No. 4184—Cleaning compound, Oakite Products, Inc.

No. 4185—Electric oven, Hotpoint Co.

No. 4186—Prefab store front, Vestaglas.

No. 4187—Automatic cooler, Baker Perkins, Inc.

No. 4188—Quick mix, S. Gumpert Co., Inc.

No. 4189—Equipment handbook, Rapids-Standard Co., Inc.

No. 4190—Pastry filling machine, Moline, Inc.

No. 4191—Flour collector, Aget Mfg. Co.

No. 4192—Pre-cooked starches, Morningstar-Paisley, Inc.

No. 4193—Packaging literature, Battle Creek Packaging Machines, Inc.

No. 4194—Bulk handling, Tote System, Inc.

No. 4196—Bag conveyor, Imperial Belting Co.

Now let's see...
which one
is the CAKE flour?



Which is cake flour? Bread flour? Patent? Clear? Bakers don't have to hire memory experts when you protect and identify your flour in quality Bemis Multiwalls ... with the sharpest and brightest brand

printing you'll find on any multiwalls.

Also, Bemis Multiwalls can provide you with rough outside and smooth inside surfaces for safer stacking and faster, cleaner emptying. And Bemis service is tops.

Bemis



GENERAL OFFICES—408 PINE STREET, ST. LOUIS 2 • SALES OFFICES IN PRINCIPAL CITIES

Brownberry Uses Novel Promotion To Introduce Irish Oatmeal Bread

OCONOMOWOC, WIS.—How does a baker introduce an entirely new bread never before heard of by the public?

Catherine Clark of Brownberry Ovens, Oconomowoc, faced that problem when she decided several months ago to launch her Heritage continental series with Irish oatmeal bread, something few Americans knew about or had tasted. She faced a marketing situation which required starting from scratch to acquaint homemakers with Irish oatmeal bread. How she accomplished it can be a guide to other bakers.

Unlike wheat, white and raisin breads, Irish oatmeal is a novelty. It might appeal to curious, confirmed gourmets but she needed more than curiosity to build acceptance of the new bread. She had to merchandise it to a much broader family group of customers with something dramatic and exciting.

Upon consultation with Max Cooper & Associates, public relations counsellors, Mrs. Clark hit upon a promotion campaign built around a unique shipboard luncheon for Chicago's food editors in the captain's quarters of an ocean-going freighter.

The luncheon was tied in with the first shipment of Irish oatmeal aboard the S.S. Fair Head via the Atlantic and St. Lawrence Seaway route. It proved the focal point of Irish oatmeal bread promotion that soon had the public buying her new bread so fast that it soon became the No. 3 seller in the Brownberry list of products.

Attending the shipboard gathering were food editors of leading

newspapers. Mrs. Clark joined with the Fair Head's captain and Irish consul Sean Ronan in playing host to the food editors at the luncheon, at which slices of the golden-brown bread were served, along with a typical Irish meal. Each food editor took away a specially-baked loaf of oatmeal bread, as well as background material on the bread's history and Brownberry Ovens.

Product Confidence

The confidence of Mrs. Clark in her Irish import was immediately upheld in the enthusiastic stories which ran locally and nationally, confirming her belief that Irish oatmeal could win a place on the American table. The secret, she felt, was in the Irish groats, plump, nugget-shaped, more rugged in taste than the domestic variety. She decided to produce the Old Country loaf commercially after a visit to Dublin in 1955, but it was not until the summer of 1958 that she arranged for the steel-cut oats to be shipped directly from County Louth, Ireland, to her bakery in Oconomowoc.

As a quality product in a higher price range than commercial bread, Irish oatmeal needed a special appeal to reach middle and upper income families. For this reason, Brownberry singled out the booming suburban market as a primary promotion target. Mrs. Clark also reasoned that a continental-styled loaf would be well received by suburban families, which frequently set food trends for the entire metropolitan area.

More than 200 midwestern suburbs



TIMELY ARRIVAL—Sean Ronan, Irish consul in Chicago, was at the dock to welcome the first shipment of Irish oatmeal earmarked for Brownberry Bread. Here Catherine Clark of the Oconomowoc, Wis., bakery offers him the first slices of her new Heritage loaf. Press, radio and TV publicity was keyed to the arrival of the ship, one of the first through the St. Lawrence Seaway.

and neighborhood communities were chosen for the initial push. These, close to Chicago and Milwaukee, constitute a vital distribution heartland for the home plant in Oconomowoc. As Irish oatmeal bread moved onto the shelves of Jewel Food Stores in each community local newspapers re-

ceived feature stories describing the picturesque background of the Old Country loaf and highlighting arrival of the first shipment of oats through the new St. Lawrence Seaway route. In every case readers were informed where they could obtain the Heritage bread in their own neighborhood.



KEEP THIS UNDER YOUR HAT:

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

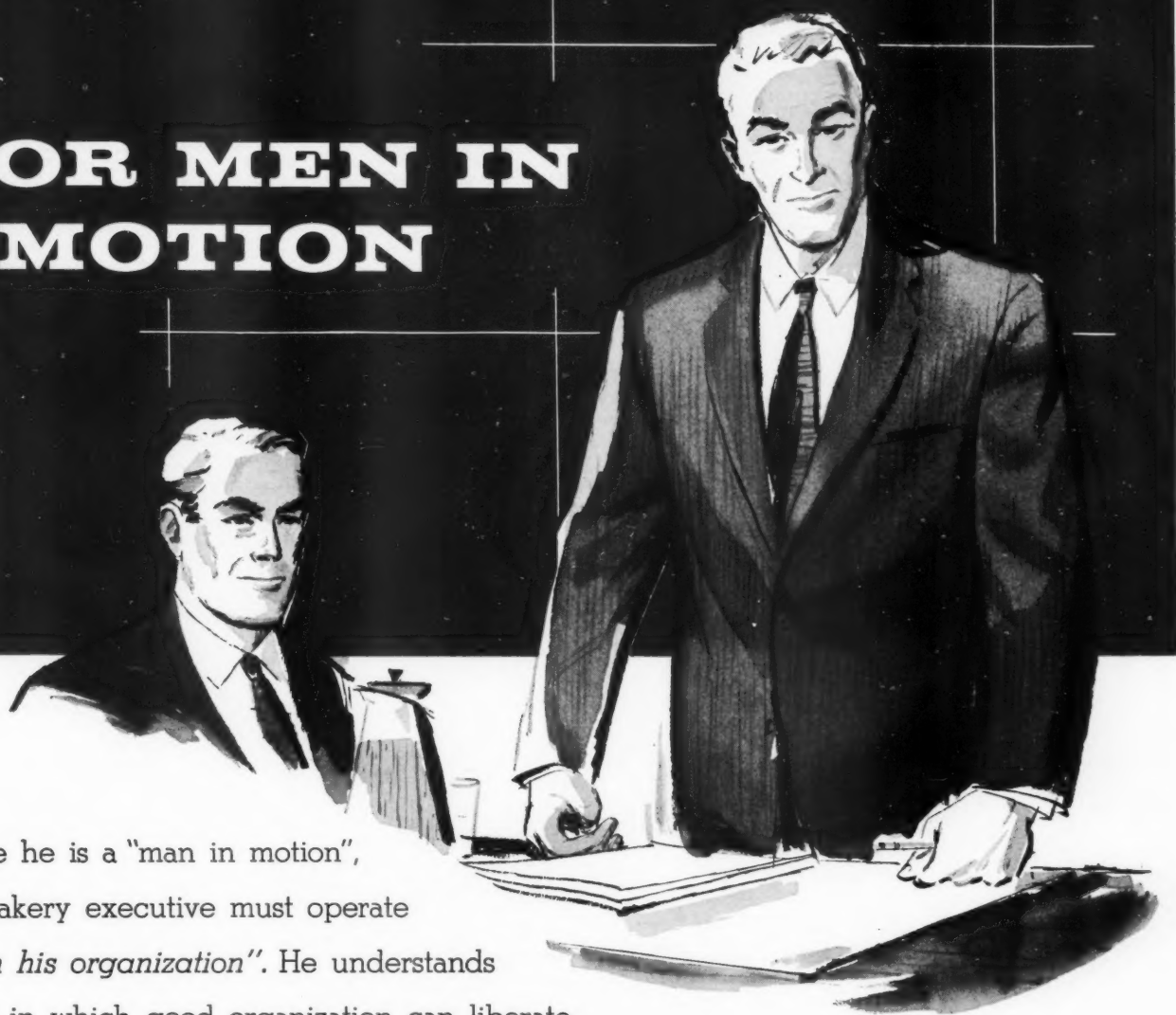
Call . . . Write . . . or Wire to:

The Quaker Oats Company
Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas
and Los Angeles, California



FOR MEN IN MOTION



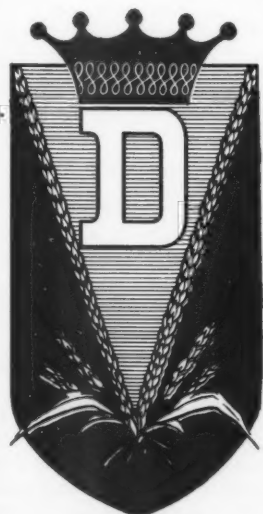
Because he is a "man in motion",
today's bakery executive must operate

"within his organization". He understands
the ways in which good organization can liberate

and intensify his own energies. For key positions, he selects men with sound
judgment... men with foresight and courage who can make their own decisions. Equally
important to successful bakery operation is

wise choice of ingredients. For perfect, uniform results
that maintain a reputation for quality
baking... the "man in motion" chooses Drinkwater Flour.

MORE SOUTHWESTERN BAKERS HAVE USED DRINKWATER
FLOUR FOR MORE YEARS THAN ANY OTHER BRAND



DRINKWATER FLOUR

Morten Milling Company, Dallas, Texas

A Division of Burrus Mills, Incorporated

This "saturation of the suburbs" met with excellent cooperation from suburban editors and hastened the usual process of consumer acceptance by several weeks. Stories received wider than average play in local papers, probably because they stressed the news interest of the Irish bread rather than a conventional food angle. In some locales, grocers soon reported Irish oatmeal out-selling Brownberry wheat and white breads two to one. In the Milwaukee area, A & P and National quickly added the Heritage loaf, while new chains in Chicago began carrying the full Brownberry line.

While Midwest suburban papers were being serviced, a similar full-scale neighborhood campaign was conducted within Chicago itself. Approaching almost block-by-block intensity, it told the story of Irish oatmeal throughout the metropolitan and community press.

Special Appeal

Irish oatmeal bread might be expected to have a special appeal for the Irish, so Max Cooper & Associates furnished Irish papers in the U.S. and Eire with stories on the characteristic Gaelic treat. Coverage was unexpectedly good, with papers in Eire headlining the news about

"oaten" bread. At home, the Catholic press, with its large percentage of Irish-American readers, was similarly receptive.

Telev viewers were introduced to the new loaf through the Marty Faye Show on Chicago's WBKB, on which Mrs. Clark appeared as a guest. Giveaways of Irish oatmeal bread have since become a regular feature of the program. Radio exposure included a series of interviews with Mrs. Clark on the Martha Crane, Tony Weitzel and Sam Lesner programs.

In-store demonstrations proved very helpful in "letting the bread speak for itself." One such, reported in Supermarket News, consisted of a two-day promotion inside an IGA supermarket in Evanston, Ill. Choosing the peak traffic days, Friday and Saturday, the demonstrator set up a table in the front of the store, then offered customers a tray of fresh, buttered pieces of Irish oatmeal. The sales talk was held to a minimum, and customers were asked to take a sample of two slices, individually wrapped. At another suburban Chicago store, in Mount Prospect, 551 units moved in the course of the two-day demonstration and sales climbed 100% in the next week.

Another shipboard welcome—this time a cocktail party—was given three weeks later in Milwaukee, when the unexpected run on Irish oatmeal bread made a fast second shipment necessary with a cargo twice as large.

In line with this "proof of the pudding" philosophy a leading Chicago restaurant was persuaded to serve Irish oatmeal bread with its weekly Tuesday feature, Irish stew. Menus now give the loaf full billing with the entree. The restaurant made an excellent showcase because

its clientele constitutes one of the Chicago area's "influentials."

Another opportunity for exposure of the gourmet product came at the Illinois Medical Society convention when Betty Sullivan, Brownberry home economist, acquainted delegates with Irish oatmeal bread and its nutritive values and provided samples for them to take home.

Special Labels

To merchandise the product effectively in supermarkets and other food stores, shelf hangers announcing "New!" were provided wherever oatmeal bread was displayed. Shortly before the first loaves of Irish oatmeal came out of the ovens in Oconomowoc, special labels were affixed to the entire line heralding the Heritage bread. A facsimile of a woman's handwriting was used to good effect on these end stickers; Mrs. Clark credits their homey touch with winning many new friends for Irish oatmeal. The bread, featuring the colonial maid logotype, is appropriately packaged in an oatmeal wrapper.

It was Mrs. Clark who actually wrote copy for the first consumer ad, complete with Irish brogue. So far the Irish oatmeal advertising schedule has concentrated on the food pages of the big metropolitan dailies.

Response to the continental bread has exceeded all expectations. Now two tons or more of plump, nutty Irish groats dock at Milwaukee every 10 days, an accelerated schedule that Mrs. Clark never anticipated. The steel-cut oats are rushed to Oconomowoc, where they are cooked into a true porridge, then blended with butter, brown sugar and other "kitchen ingredients" that distinguish the entire Brownberry line.

Besides the home plant in Oconomowoc, Mrs. Clark now has franchised operations in Davenport, Iowa, Cleveland, Ohio, and Costa Mesa, Cal. The Oconomowoc bakery turns out more than 50,000 baked items a day and will increase production as soon as expansion plans are completed.

Shortly after the bread was introduced, Mrs. Clark embarked for Europe to collect continental bread recipes for the rest of her Heritage line. Out of this trip and the emergence of another Heritage product—French rolls—a new complex of promotional possibilities has arisen.

—BREAD IS THE STAFF OF LIFE—

BISSC Announces Agenda for Next Regular Meeting

CHICAGO — The next regular meeting of the Baking Industry Sanitation Standards Committee will be held in the Louis XVI Room, Hotel Sherman, Chicago, Oct. 24-25. The meeting will be conducted in all-day sessions convened each day at 10 a.m. and recessed each day for luncheon at 12:30 p.m.

BISSC consultants will hold dinner sessions the evenings of Oct. 23 and 24. BISSC has arranged for dinner to be served at 6 p.m. each day for BISSC consultants only. It is believed that this preliminary review of standards and discussion of BISSC problems will prove most beneficial. All consultants will be specially notified by BISSC and are urged to attend these sessions.

Manufacturers are invited to attend the meeting of BISSC and the

scheduled task committee meetings. As these meetings will be held simultaneously, manufacturers should arrange to have sufficient representation.

A meeting of the board of directors will be held in the BISSC suite Oct. 24, at 5 p.m.

Task committees and the chairmen responsible for them are: Pan greasers, Fred L. Leason, Jr.; spindle mixers, Elmer E. Nelson; liquid ferment, Louis A. King, Jr.

Subjects of standards for review, and chairmen, are: Doughnut equipment, Carl T. Madeley; emulsifiers and homogenizers, Carl G. Denton; bulk ingredient containers, John M. Gleason (flour); J. W. Evans (sweetening) and E. W. Brockenbrough (edible fats).

—BREAD IS THE STAFF OF LIFE—

Pennsylvania Bakers To Attend Workshop On Sales Problems

HARRISBURG, PA.—Members of the Pennsylvania Bakers Assn. will hold an executives' workshop on marketing and sales management problems at Allenberry Inn, Carlisle, Pa., Oct. 12 through 14. The sessions are being sponsored jointly by PBA and the Management Training Service of Pennsylvania State University.

Theo. Staab, association secretary, in announcing the workshop, sent bakers a special letter explaining its value and purpose:

"No other development has given bakery management as much concern in recent years as the revolution in marketing trends. This applies particularly to wholesale and house-to-house bakers. Your board of directors is fully aware of the need for our members to have more information, to find the facts, and to explore the impact these trends will have on their businesses.

"The time has come to discuss this within an atmosphere different than a convention. The enormous interest and enthusiasm for plain-talk, down-to-earth discussions—as we experienced at executive workshops in prior years—would be the type of a meeting to share thinking and probe the situation," said Mr. Staab.

Members of the workshop planning committee are: William E. Maier, Reading, and J. Bernard Schmidt, Harrisburg, co-chairmen; Dean A. Anderson, Warren; John A. Apple, Sunbury; Ralph M. Chantler, Butler; Warren E. Fishel, York; Clement F. Harris, Johnstown; William E. Manbeck, Lemoyne; John F. Schaible, Easton; C. Frank Summy, Lancaster; and William L. Manz, Philadelphia.

BAKERY SALES MOVE AHEAD OF 1957

WASHINGTON—Sales by bakery products stores in the U.S. in the first seven months of 1958 amounted to \$567 million, compared with only \$517 million in the comparable period of last year. For July, total sales were \$75 million, ahead of the \$71 million reported for July of 1957, but below June of 1958, when the total amounted to \$84 million. Figures are from a retail trade report prepared by the Bureau of the Census, U.S. Department of Commerce.

**BROKERS & DISTRIBUTORS
WANTED FOR
NAPPANEE QUALITY
CORN MEAL**
NAPPANEE MILLING CO.
NAPPANEE, IND.

LINDSEY-ROBINSON & CO., Inc.
ROANOKE, VA.
Quality Soft Wheat Flours
for 75 Years

**HIGH GLUTEN FLOURS
For Bakers**
The Morrison Milling Co.
Denton, Texas
Emphatically Independent

THE NEW CENTURY CO.
3339 So. Union Ave. Chicago 3, Ill.
Always in Market for Flour and Feed
Producers of
DRIED BREWERS' GRAINS

Quality Millers Since 1879
BUFFALO FLOUR
THE WILLIS NORTON COMPANY
WICHITA, KANSAS

QUALITY FROM EVERY ANGLE

PREMIUM WHEATS **LABORATORY CONTROLLED**

KANSAS DIAMOND BAKERY FLOUR

EXPERT MILLING **BAKING TESTED**

Millers of Fine Bakery Flours

HIGGINSVILLE FLOUR MILLS
HIGGINSVILLE, MO.

ARKANSAS CITY FLOUR MILLS
ARKANSAS CITY, KANSAS

DIXIE-PORTLAND FLOUR MILLS
CHATTANOOGA, TENN.

DIXIE-PORTLAND FLOUR COMPANY
MEMPHIS, TENN. • CAPACITY 20,000 CWTs.

**"Yes Sir!...I grow
some of the
finest wheat
in America!"**




Carl Amstrup, Assistant Director of the Agricultural Department, goes over a test plot of wheat with "Mr. American Farmer." "Mr. American Farmer" was selected to represent all the farmers throughout the country who help start the process of "From Field to Flour."

"Yes Sir!" "Mr. American Farmer" come along on a tour and follow your grain, see the care the King Midas People take as they speed it on its way to the completed product.

King Midas depends on quality—to do this we work closely with farmers, agricultural agents and 4-H groups.

It is our obligation at King Midas to buy the finest wheat obtainable. But, we do not stop here, we work constantly to improve the strain of wheat and determine methods to upgrade the quality.

***King Midas* FLOUR MILLS**
MINNEAPOLIS  MINNESOTA


Your
COMMUNITY CHEST
contribution
is serving every day
throughout 1958

Pennsylvania Bakers Meet in Pittsburgh

PITTSBURGH, PA.—Members and guests of the Retail Master Bakers Association of Western Pennsylvania recently attended a dinner meeting at Gateway Center Plaza Restaurant, with more than 100 attending. Phil Wohlfarth, Phil Wohlfarth Bakery, president, presided. John Richey, Richey Bakery, Uniontown, welcomed

guests and introduced the moderator of the panel Charles R. Waychoff, Jr., Red Star Yeast and Products Co.

Members of the association's ladies auxiliary introduced each member of the panel, all home economics writers and demonstrators of Pittsburgh. Mary Knaus, Stewart Bakery, auxiliary president, introduced Flora G. Dawler, Manufacturers Light and Heat Co., who spoke of the high interest in baked foods indicated by the letters she receives relative to diet.

Mrs. Amelia Hartner, Jenny Lee Bakery, introduced Betty Beglinger, Peoples Natural Gas Co., who spoke on "Diet Baked Products." She read diet sheets from hospitals, and all menus included bread daily at each meal.

"SLOGAN SPECIAL"

The Quality Bakers Flour

Oklahoma Flour Mills Co.

EL RENO, OKLAHOMA

**112 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



**HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
SPECIAL—Extra Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark**

GEORGE URBAN MILLING CO. BUFFALO, N.Y.



Country-Milled from Country-Run Wheat located in the heart of America's foremost wheat producing section.

INDEPENDENT OWNER MANAGED

The
WALL-ROGALSKY MILLING CO.
M'PHERSON, KANSAS

Convention Calendar

CALENDAR FOR 1958-59

OCTOBER	NOVEMBER	DECEMBER	JANUARY
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October

Oct. 13-14—Missouri Bakers Assn. "Bakers Holiday," Kirkwood Lodge, Osage Beach, Mo.; sec., George H. Buford, Flour Mills of America, Inc., Kansas City, Mo.

Oct. 18-21—New Jersey Bakers Board of Trade, Atlantic City, N.J.; sec., Michael Herzog, 48 Clermont Ave., New Brunswick, N.J.

Oct. 24-25—Baking Industry Sanitation Standards Committee, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 25-29—American Bakers Assn., Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Drive, Chicago, Ill.

Oct. 26—Bakery Equipment Manu-

facturers Assn., fall meeting, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

November

Nov. 2-4—Kentucky Master Bakers Assn., annual convention, Netherland-Hilton Hotel, Cincinnati, Ohio; sec., Al Wohlleb, 743 Loretto, Louisville 11, Ky.

Nov. 3—Connecticut Bakers Assn., Inc.—Annual Convention, Stratfield Hotel, Bridgeport; sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Nov. 17-18—New England Bakers Assn., fall convention, Sheraton Plaza Hotel, Boston, Mass.; executive sec., Herbert J. Schinkel, 120 Boylston St., Boston 16, Mass. (For members only.)

Moore - Lowry Flour Mills, Inc.

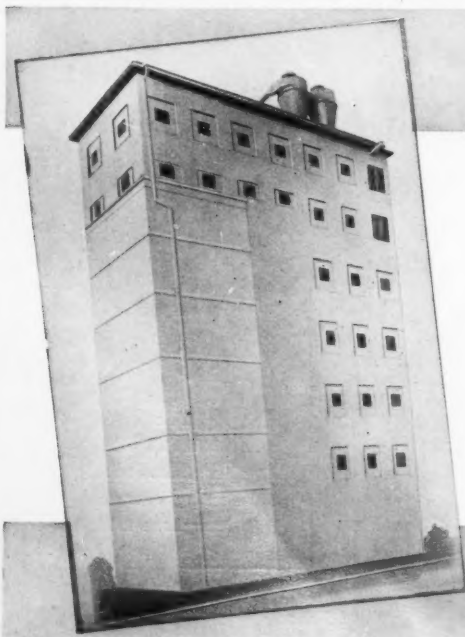
Kansas City, Mo.

PRECISION-MILLED FLOURS

Lyon & Greenleaf Co., Inc.

MILLERS OF

High Grade Soft Winter Wheat Flour
Plain and Selfrising
LIGONIER, IND.



TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

January, 1959

Jan. 10-13—Ohio Bakers Assn., annual convention, Cincinnati, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus 15, Ohio.

Jan. 18-20—Pennsylvania Bakers Assn., winter convention, Roosevelt Hotel, Pittsburgh, Pa.; sec., Theo Staab, 600 N. Third St., Harrisburg, Pa.

Jan. 25-27—Potomac States Bakers Assn., winter meeting, Lord Baltimore Hotel, Baltimore, Md.; sec., Edwin C. Muhly, 1126 Mathieson Bldg., Baltimore 2, Md.

February, 1959

Feb. 1-3—Tri-State Bakers Assn., Monteleone Hotel, New Orleans, La.; sec., Sidney Baudier, Jr., 624 Gravier St., New Orleans 12, La.

Feb. 6-8—Bakers Association of the Carolinas, stag outing, Carolina Inn, Pinehurst, N.C.; chm., Les Jacobs, Pollock Paper Corp., Atlanta, Ga.

March, 1959

March 2-5—American Society of Bakery Engineers, annual meeting, Edgewater Beach Hotel, Chicago, Ill.; sec., Victor E. Marx, 121 W. Wacker Drive, Chicago, Ill.

April, 1959

April 2-4—Southern Bakers Assn., annual convention, Robert Meyer Hotel, Jacksonville, Fla.; pres., Benson L. Skelton, SBA, Inc., 703 Henry Grady Bldg., 26 Cain St. NW, Atlanta 3, Ga.

April 7—Allied Trades of the Baking Industry, Pennsylvania Division No. 4, Abraham Lincoln Hotel, Reading, Pa.; sec., J. K. Irish, Irish & Hagy, 69th St. Theatre Bldg., Upper Darby, Pa.

April 12-15—Associated Retail Bakers of America, annual convention and exhibition, Sheraton-Park Hotel, Washington, D.C.; sec., Trudy Schurr, 755 W. Sheridan Road, Chicago, Ill.

April 20-21—Pacific Northwest Bakers Conference, Multnomah Hotel, Portland, Ore.; sec.-mgr., Roger Williams, Box 486, Salem, Ore.

May, 1959

May 3-5—National Council of the Baking Industry of Canada, Queen Elizabeth Hotel, Montreal, Quebec; sec., R. H. Ackert, 191 Eglinton Ave. E., Toronto 12, Ont., Canada.

May 4-5—Biscuit & Crackers Manufacturers Assn. and Biscuit Bakers Institute, Inc., 1959 joint annual meeting, Palmer House, Chicago, Ill.; sec., B&CMA, Walter Dietz, 20 N. Wacker Dr., Chicago 6, Ill.; sec., BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.

May 9-11—Rocky Mountain Bakers Assn., Continental Denver Hotel, Denver, Colo.; sec., Fred Linsenmaier, Box 871, Denver 1, Colo.

May 11-12—Iowa Bakers Assn., Des Moines, Iowa; sec., H. W. Jabusch, Rath Packing Co., Waterloo, Iowa.

May 17-19—Texas Bakers Assn., Baker Hotel, Dallas, Texas; sec., Mrs. Edward Goodman, Texas Bakers Assn., 1134 National Bldg., Dallas 1, Texas.

May 17-23—National Retail Bakers Week; information from: Associated Retail Bakers of America, 735 W. Sheridan Rd., Chicago, Ill.

June, 1959

June 15-17—Bakers Association of the Carolinas, annual convention, Ocean Forest Hotel, Myrtle Beach, S.C.; sec., Mary Stanley, Lady Mary, Inc., Rockingham, N.C.

Pittsburgh Club Holds Annual Bakers' Clinic

PITTSBURGH—More than 200 bakers and allied tradesmen heard discussions ranging from the importance of trade association membership to flour purchasing and fermentation problems at the annual bakers' clinic held here recently under sponsorship of the Bakers Courtesy Club of Pittsburgh.

Principal speakers and their topics were: Theodore Staab, secretary, Pennsylvania Bakers Assn., and Paul

M. Baker, Jenny Lee Bakery, McKees Rock, Pa., president of the Associated Retail Bakers of America, who spoke on the importance of bakers joining their trade organizations to keep up with legislation which might affect their own businesses.

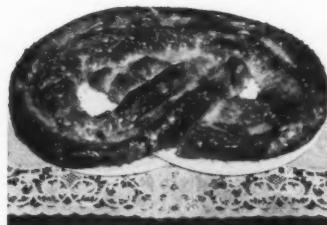
Rowland J. Clark, the W. E. Long Co., spoke on "The 10 Commandments of Flour Purchasing and Proper Use." Mr. Clark's talk was part of a panel discussion moderated by Guy Shiverdeck, Vienna Baking Co., McKeesport, former president of the American Society of Bakery Engineers.

Other speakers and their topics were: Reuben Meckel, International Milling Co., "Fermentation"; Owen Lyons, American Can Co., "The Gal You Can't Forget," and Glenn B. Hargrave, the Paniplus Co., "The Production Superintendent." Also on the program were Ed Hanscom, Hanscom Bakeries, Philadelphia, and Dr. Harvey C. Hahn, Otterbein Community Center. Fred B. Coffman, the Paniplus Co., was program chairman.

Paul S. Eberly, the Brolite Co., club president, called the meeting to order, assisted by Harvey G. Woekner, the Marathon Corp.



**VITA PLUS
WHITE CULTURE**
Conditions Doughs.
Stabilizes Fermentation.
Extends Dough
Tolerance.



FLUFFOLITE
Egg Stabilizer for use
in Cakes, Cookies,
Sweet Yeast Doughs
and Rolls.



**PIE DOUGH
CULTURE**

Produces a rich flaky
crust with improved
color — less tendency to
soakage; drier doughs
for easier handling.



**WHITE FUDGE
AND COCOA
FUDGE BASES**
Easy Handling for Hi-
Gloss, Flat Type and
Butter Cream Icings of
fine flavor. Economical.



BROLITE
For better flavor in
Cakes, Cookies, Sweet
Yeast Doughs, Icings.



O.B. STABILIZER
For Boiled Meringues,
Toppings, Icings,
Glazes, Butter Creams,
Regular Meringues and
Whipped Cream.



RYE SOURS
For outstanding rye
bread flavor, improved
volume and texture —
simplified production.



BROSOFT A tenderizing
agent with high powers of
emulsification and dispersion.
Contains Mono- and Di-Gly-
cerides, Lecithin and Assoc-
iated Phosphatides (Vegeta-
ble Emulsifier).

**BROLITE**

VALUABLE INGREDIENTS
FOR BAKERS SINCE 1928

THE BROLITE
COMPANY, Inc.

General Offices:

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Atlanta 6, Ga.

2921 So. Haskell Ave.,
Dallas 23, Texas

621 Minna St.,
San Francisco 1, Calif.

518 First Ave. N.,
Seattle 9, Wash.

RUNCIMAN MILLING CO.
 Successors to JONATHAN HALE & SONS, Inc.
 MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
 Plain and Self-Rising
 IONIA, MICH. PHONE 65
 Since 1856

"RUSSELL'S BEST"
"AMERICAN SPECIAL"
 Our mill is located in the high protein
 wheat district of central western Kan-
 sas, and secures most of its wheat
 directly from growers.
RUSSELL MILLING CO., Russell, Kansas

"DIAMOND D"
 A High Grade Bakers' Spring Patent
 Milled Under Laboratory Control
 from Montana Spring Wheat
Sheridan Flouring Mills, Inc.
 SHERIDAN, WYOMING

The Williams Bros. Co.
 Merchant Millers KENT, OHIO, U. S. A.
 Millers of Soft Winter Wheat.
 We specialize in laboratory controlled
 production of superior Cake, Pastry and
 Cracker Flours from carefully selected
 wheats.

You can make better bread with
SUNNY KANSAS Flour
WICHITA
Flour Mills, Inc.
 WICHITA, KANSAS

"Golden Loaf" That's Our
 Brand—
 The Flour with the Doubt and
 Trouble left out
TENNANT & HOYT COMPANY
 Lake City, Minn.

Milk Product Cost Lower Today, Production Men Told

Dairy whey solids and milk products in general are the only ingredients that do not follow the trend of constant rise in price. In fact, the cost of milk products is lower today than several years ago.

In a formula today the ingredient list for a loaf of bread might include 10 to 15 ingredients, whereas years ago it was made up of about five basic ingredients (flour, water, salt, shortening and yeast), plus a lot of elbow grease.

Each of these numerous ingredients is becoming more refined and designed to perform specific functions during the course of processing a loaf of bread. It is one of the prime duties of a production superintendent to know the materials he uses in order to obtain the maximum efficiency with each ingredient from both a functional and dollar standpoint.

In order to be better informed on whey solids and the use of this ingredient in the products of your manufacture we will provide you with background material which will include the integrated processing of both whey solids and cheddar cheese.

You may not realize it, but most of us have consumed dairy whey solids during the last few years in many of the food products purchased. This is the same whey that has caused disposal problems in the past. To convert this perishable raw material into a high quality dairy ingredient, it is necessary to select, refrigerate and process with a great deal of care and control.

EDITOR'S NOTE: The accompanying article is the essential text of an address by Edward A. Alesch, Western Condensing Co., Appleton, Wis., before the Chicago Bakery Production Club this fall.

The use of liquid whey was, and is, very impractical of course and, until recently, considerable quantities of whey were discarded due to the expense involved in the method of collecting and processing of a quality whey product.

The centralized cheese producing operations and the modern processing and drying plants have made whey accessible, thus making the drying of an economical, high quality whey product a reality.

The quality standards and uniformity of whey solids of U.S. Extra Grade specification are dependent upon the initial processing of the product in conjunction with the nature of the cheese-making operation. Inasmuch as practically all of our raw material is a by-product of cheddar cheese manufacture (it may appear that cheddar cheese becomes the by-product of the "whey" operation) the following will point out the progressive steps used in the manufacture of both cheddar cheese and sweet dairy whey solids.

1. Liquid whole milk is received (tank and/or milk can) precooled to 35-38° F. Whole milk is obtained with an emphasis on quality.

When the intake is received through milk cans, all product in each individual container is checked for butterfat (and weight) with visible and organoleptic tests made. The laboratory is adjacent to the intake and all product is tested for bacterial and general quality.

It is important to note that a good quality of whole milk is essential to produce premium cheddar cheese, therefore, this necessary selection is an excellent control used in the production of extra grade whey solids.

2. The tested whole milk is transferred to one of the series of cheese vats. (The vats, tanks, and equipment used for processing both the cheese and the whey are of stainless steel. Rigid sanitation is maintained throughout the entire process.)

Approximately 3-4 oz. of rennet per 1,000 lb. of whole milk is added to start the process of extracting the casein for the cheese-making operation and thus provide the balance of milk constituents for the whey solids.

It is interesting to note that it takes approximately 1,500 lb. of whole milk to produce 100 lb. of dairy whey solids. All of the solids nonfat (lactose, lactalbumin, protein, minerals) are retained in the whey product except the casein.

3. After the rennet is added to the fresh whole milk there is a setting time of about 30 minutes; the curd is then cut into small units. This process will facilitate the separation of the whey from the curd.

The curd is then cooked at a temperature of approximately 100° F. for 30-40 minutes.

After this mild heat treatment, the curd is agitated to firm the curd or obtain body. This procedure also aids in expelling the liquid whey.

4. The liquid whey (6% solids nonfat) is drained from the cheese vat

and enters a system of stainless steel pipes and tanks (continuous system) to be processed and dried.

5. In following through with the cheddar cheese operation the curd after being well drained is packed, cut into slabs and turned rapidly to facilitate final whey removal.

The stacking of the slabs is known as the "cheddaring process." This procedure involves a continuous turning starting with stacks on one, two, three and finally four high. The time factor is approximately 1½ hours.

6. The milling (cutting the slabs into small uniform pieces) process makes it possible to distribute the salt (added when "forking the curd" at a level of 3%) and pack the curd.

The remaining processing stage involves weighing the curd (hooping) and transferring it to forms for pressure packing.

7. Back to the point of processing liquid whey. After all of the whey is removed from the vat the valve on the cheese vat is closed to avoid injecting additional material (such as salt) resulting in the later processing stages of the cheddar cheese.

The liquid whey is piped to a holding tank and then to a separator where the whey butter is removed (by U.S. Extra Grade specifications whey solids contain under 1.25% butterfat).

8. From this point the whey is transferred (stainless steel or glass pipe) to a series of holding tanks that aid in maintaining a constant flow to the evaporators and also permit isolation and testing of all raw material.

9. The first step in evaporating involves the pre-heat treatment that is similar to the heating of nonfat milk solids. The heat treater consists of numerous tubes thus allowing time and temperature flexibility on a continuous processing basis.

10. With the use of a multiple effect type evaporator, the heat treated whey at 6% solids is gradually condensed to approximately 40% solids.

After the condensing phase the "whey concentrate" is cooled to about 35° F. and pumped into tanks for transfer to the final condensing and drying of the whey.

In order to maintain the highest quality standards the whey concentrate is not transferred (a stainless steel tank truck is used when the whey is not dried in the condensing plant) by truck over a distance of 40 miles.

11. Although similar to the drying of spray nonfat milk solids, nonfat whey differs in that it is partially dried in the hydrate state. The anhydrous dried product is extremely hygroscopic, therefore, it is a matter of necessity to stabilize the lactose (lactose monohydrate, wherein a molecule of water is attached to a molecule of sugar).

Following is a comparison between three basic milk products:

	Liquid % whole milk	Nonfat milk	Dairy whey
Water	88.0	91.0	94.0
Butterfat	4.0
Milk sugar	4.1	4.6	4.5
Lactalbumin
protein	0.7	0.8	0.8
Casein protein ..	2.6	2.8	..
Minerals	0.6	0.8	0.7
	Dry form % whole milk	Nonfat milk solids	Dairy whey solids
Water	4	4	4
Butterfat	26 (28)	1	1
Milk sugar	37	51	71
Lactalbumin
protein	7	9	13
Casein protein ..	18	27	8
Minerals	7	8	11

In order that we may more readily evaluate a given milk product, it would be beneficial to discuss briefly each constituent that essentially constitutes the end dairy product.

1. Lactose, or milk sugar, comprises

MOTHER HUBBARD

The leader in Hubbard's
 line of fine spring-
 wheat flours



SINCE 1879

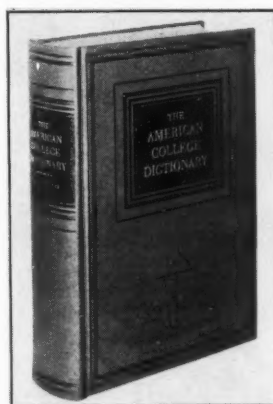
HUBBARD MILLING COMPANY
 MANKATO, MINNESOTA



*Reason number 4 why you'll like
Flour from Gooch*

④ Milling "Know-How"*

*A modern dictionary definition:



*"Knowledge of how to
do something or faculty
or skill for a
particular thing."*

The "know-how" of good flour milling is not the result of any one person's ingenuity. Our skilled millers have at their command services and extensive research far beyond the scope of individual effort.

Wheat Flour Institute
Nebraska Wheat Improvement Assn.
Laboratory Controlled Grain Buying
Our Own and Outside Research Laboratories
Specialized Equipment Produced in Our Own Shop
Employees Training Program in Milling Technology
Flour Performance Reports from Large and Small Bakers

All Contribute to GOOCH'S Milling "Know-How"

GOOCH'S BEST
Identical
Performance **FLOURS**

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwt.

Elevator Space 4,000,000 Bu.

- ① ✓ **Wheat Selection**
- ② ✓ **Testing Laboratory—Pilot Mill—Bakery**
- ③ ✓ **Facilities (Equipment)**
- ④ ✓ **Milling Know How**
- ⑤ ✓ **Housekeeping (Pest Controls)**
- ⑥ ✓ **Service Handling & Shipping**
- ⑦ ✓ **Priceless Ingredient**

any way

you

slice it...

you bake
a better
loaf with
WHITE SWAN FLOUR
bake after
bake after bake

SPRINGFIELD MILLING CORP.
572 Grain Exchange, Minneapolis 15, Minn.
Mills at Springfield, Minn.

Also millers of: Pride of the Northwest
• White Bear • White Gold • Putnam

approximately $\frac{1}{2}$ of the total solids nonfat of milk. It is a reducing sugar of relatively low sweetness having a value of 16 as compared with 100 for sucrose. Lactose is much more resistant to acids than sucrose, therefore, not as easily hydrolyzed or inverted. Since compound sugars must be broken down to monosaccharides before they can be used by the body, this means that lactose is absorbed more slowly from the intestinal tract than cane sugar.

Lactose is much less soluble than cane sugar. At 100° C. it is $\frac{1}{4}$ as soluble and at 0° C. it is $\frac{1}{14}$ as soluble.

In bakery products, lactose can be utilized advantageously by providing a desirable crust color and bloom. Lactose is not fermented by baker's yeast and remains complete as a residual sugar. It also serves as a flavor carrier, a natural softener ingredient and is considered a tenderizer in formula balance.

2. Casein-protein is present in larger quantities in whole milk and non-fat milk solids than other types of protein. Casein-protein precipitated by the enzyme rennin in the cheese-making process can be precipitated when the pH value of milk is reduced from 6.6 to 4.6 either by the addition of acid or allowing the milk to sour. It is believed that casein may be a mixture of several types of proteins that are very nearly alike.

Aside from the use of casein for cheese making, it is also used in various forms as a structure building ingredient in foods. Casein is also used in the manufacture of plastics, glues, etc.

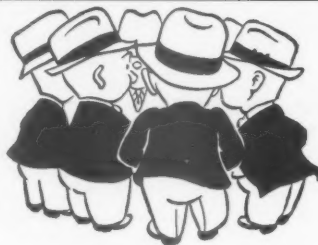
3. The other principal protein of milk is lactalbumin protein, the protein of whey solids. Lactalbumin is heat coagulable and undergoes some degree of denaturation when milk is pre-heated and dried. Lactalbumin is not precipitated by the action of rennin or dilute acids alone. Consequently, it is not precipitated in the ordinary process of cheese making.

In baking, due to the fact that lactalbumin is not readily affected by the lower pH of fermented type doughs, it will add to extensibility of doughs during the initial processing period. Because lactalbumin is heat coagulable, it will contribute to structure during the baking process.

4. Mineral. Milk contains a significant amount of essential minerals, namely calcium, phosphorus, magnesium, potassium, sodium chloride and sulfur. Milk contains practically all the mineral elements present in the soil from which the cow derives her feed.

The baking industry, the largest singular potential user of edible grade dairy solids has found dairy whey solids to be both functionally and economically basic in the production of bakery products. Dairy whey solids can be used in bakery products in various ways, namely (1) as an additional ingredient; (2) as a blend with other dairy ingredients, and (3) as the complete dairy solids in the formula.

Bakery type products where whey solids are being utilized are: Bread, rolls, fermented sweet products, cakes, cookies, crackers, pie crusts, biscuits, doughnuts, icings, fillings, etc. The loaves made with dairy whey solids showed up advantageously in crust color, color of crumb softness, resilience, and shelf life. Due to the relatively high percentage of milk sugar contained in dairy whey solids, it is not uncommon to decrease the percentages of dextrose and sucrose in formulas containing higher levels of dairy whey solids.



TRADE PULSE

● The appointment of **Pat Cunningham** as Midwest sales manager of the carton division of **Miller & Miller, Inc.**, Atlanta, Ga., was announced by **R. S. Miller**, company president. Mr. Cunningham, formerly associated with **Kaiser Aluminum Co.** and **The Marathon Corp.**, will work out of the Chicago office at 100 W. Chicago Ave.

● The **Jaeger Baking Co.**, Wausau, Wis., and **Hoyler and Bauer of Escanaba, Mich.**, which recently consolidated their operations, have announced four promotions. **Russell Reed**, Berwyn, Ill., has been named general production manager; **Cecil J. Larson**, Wausau, will be sales manager; **John Woodworth**, Wausau, will be vice president, and **Henry Dern**, Wausau, will be responsible for company accounting.

● **Leonard Griffin**, Portland, Ore., has been appointed as a bakery specialist for the Oregon State Department of Agriculture, according to **Robert J. Steward**, director. Mr. Griffin succeeds **Norman Vaughan**, and was formerly in charge of all bakery production in a large Portland restaurant. He will now be responsible for inspection of all bakeries in the state and for check weighing of baked foods.

● **National Biscuit Co.** has named **Thomas K. Krug** as vice president of its bread division, it was announced by **George H. Coppers**, president. For five years Mr. Krug was president of **Liberty Baking Corp.** and **Bell Bakeries, Inc.**, Jamaica, N.Y. Prior to his appointment to this post in 1953, he had served in an executive capacity with the **Krug Baking Co.** of Jamaica, which also operates in the New York Metropolitan area. A native of Dayton, Ohio, Mr. Krug is a 1935 graduate of Yale University. He entered the baking industry in 1948.



Thomas K. Krug

● The appointment of **Paul R. Parrette** as manager of the newly-established trade relations division of **Procter & Gamble** has been announced by **T. J. Wood**, vice president in charge of sales. Mr. Parrette, who has been associated with the company for 32 years, recently was president and general manager of **P&G's Philippine subsidiary** and, during the last two years, has been setting up the organization of **Procter & Gamble Belge**, which manufactures and supplies company products to Belgium, Holland and Luxembourg. The major part of his experience with the firm, however, has been in sales organization.

● **C. George Krogness**, a vice president of **Robert Heller & Associates**, management engineers and consultants, Cleveland, Ohio, has been elected a director of **Ward Baking Co.**

● **John Reaves** has been named southeastern sales manager for the bakery division of **Chicago Metallic Mfg. Co.**, according to an announcement by **Jerome H. Debs**, president. Mr. Reaves has been associated with the company since 1955 as a southeastern sales representative, and has also been in charge of the Atlanta plant of **Pan Coatings, Inc.**, a division of the company specializing in pan cleaning, straightening and glazing services. In addition to his former responsibilities, he will now head up the sales organization in this territory. Mr. Reaves will maintain his headquarters at the **Pan Coatings** plant in Atlanta, Ga.

● **Robert G. Janover**, president of **S. Gumpert Co.**, Jersey City, N.J., was honored recently at a surprise luncheon by the executive staff of the food company on the occasion of his 25th year with the firm. A plaque was presented by **Fred G. Ladd**, senior vice president, in recognition of Mr. Janover's leadership and as a token of loyalty, esteem and sincere affection.

● **Franklin H. Graf**, vice president of **A. C. Nielsen Co.**, now in charge of the West Coast regional office at Menlo Park, Cal., has been selected for a new administrative position in Chicago as chairman of the **Food-Drug Management Committee**, it was announced by **A. C. Nielsen, Jr.**, president of the research firm. All functions of the food-drug division, which is the largest segment of **A. C. Nielsen Co.** operations, will come under Mr. Graf's supervision. These include operation of the Nielsen Index services which report retail sales on a continuous bi-monthly basis.

● **Mrs. Karl's Bakeries**, Milwaukee, a division of **Interstate Bakeries Corp.**, has appointed **Hubert Allen** as sales manager and **Joseph Kuss** as merchandising manager.

● **B. W. Dyer & Co.**, sugar economist and broker, has announced the appointment of **D. F. Yunker Brokerage Co.** of Harrisburg, Pa., as their representative in the central Pennsylvania area. **Yunker Brokerage Co.** is a well established firm of food brokers and a member of the **National Sugar Brokers Assn.** and the **National Food Brokers Assn.**, and is headed by **Dan F. Yunker**.

● **Arnold Bakers, Inc.**, Port Chester, N.Y., has named **Sam Garman** as assistant production manager.

● As plant and production manager at Philadelphia, **Mrs. Smith's Pie Co.** has named **Carl Martin**. He succeeds **John E. Borton**, now resigned.

● **Omar, Inc.**, has named **John C. Maloney** as manager of market research at the central office in Omaha.

● **John W. Neal** has been appointed special representative in charge of Southwest converter sales for **American Viscose Corp.'s** film division, according to **Joseph G. Mohlman**, manager of the converter sales department.

● Recently appointed director of

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Peak Performance backed by Superior Service
PIKES PEAK
BAKERY FLOURS



The COLORADO MILLING & ELEVATOR CO.
General Offices: DENVER, COLORADO

LA PLATA PEAK
COLORADO ROCKIES

bakery manufacturing at Stop & Shop, Inc., Boston, was **George Harding**, whose new duties will include direction of the entire Stop & Shop manufacturing unit. He has been with the company four years.

● **Roddy L. Rauch**, sales representative in Los Angeles for the Western-Waxide Division of Crown Zellerbach Corp., has been promoted to sales supervisor.

● **Charles Noe, Jr.**, assistant sales manager of the Modern Bakery, Harlan, Ky., has been promoted to sales manager for the Kentucky and Virginia districts.

● **James Reid**, for the past three years assistant manager of the field services department at Baker Perkins, Inc., Saginaw, Mich., is the newly appointed manager of the department. Mr. Reid succeeds **A. S. Wallace**, who has retired after 35 years of service.

● **William Race**, president of Sutherland Paper Co., Kalamazoo, Mich., has announced the appointment of **Robert S. Breckenridge** as general manager of the firm's new \$1.5 million converting plant under construction at Albany, Ga. The former methods department manager will official-

ly assume the newly created post when the plant opens early next year. Mr. Breckenridge joined Sutherland's tabulating department in March, 1939, and became head of methods in 1952. He is succeeded as methods department manager by **James Stephenson**.

● **Irwin M. Glass**, formerly a marketing consultant in the Cleveland office of the management firm of Booz, Allen & Hamilton, has been appointed to the newly-created post of marketing research manager at Milprint, Inc., it was announced by **Paul Hultkraas**, vice president of market research for Milprint.

A RECOGNIZED MARK OF EXCELLENCE FOR EIGHTY-TWO YEARS

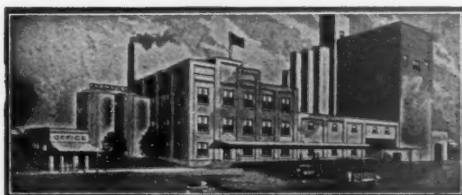


FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

"Just a Sandwich"
But Such Excellent Nutrition

When mothers say, "We often have just sandwiches for a meal", physicians may well assure them that a sandwich made with Enriched Bread has nutritional advantages over many a knife-and-fork meal.

Enriched Bread

supplies growth-promoting proteins, readily available energy, important B vitamins (thiamine, riboflavin, niacin, pantothenic acid, biotin, folic acid), and essential minerals, especially iron and calcium. Enriched Bread is more than a complete food; it's a complete meal.

AMERICAN BAKERS ASSOCIATION
20 North Wacker Drive • Chicago 6, Illinois

SANDWICHES—The theme for the latest advertisement in the medical campaign of the Bakers of America Program of the American Bakers Assn. is built around the excellent nutrition in sandwich meals. This ad is appearing in the October and November issues of the American Medical Association journal, *Diseases of Children*; the *Journal of Pediatrics*; *Pediatrics* magazine, and in the October issue of *Today's Health*.

NEW SALES SERVICE

NEW YORK—Frank L. Diaz has announced a new service, a market-package of sales, advertising and promotion especially tailored for the food trades. Drawing on more than 10 years of experience in marketing and manufacturing activities of the food field, serving the grocery, bakery, confectionery, ice cream and allied trades, Mr. Diaz offers a complete service for food manufacturers and dealers, plus a free copy of his "Do It Yourself" merchandising plan, which offers extra merchandising without extra budget.

For Quality, Economy and Reliability, Use
BROWN'S HUNGARIAN
America's Premier Cake Flour
BROWN'S HUNGARIAN CORPORATION
25 Broad Street New York City

A SUCCESSFUL DONUT
BUSINESS CALLS FOR THE
FINEST EQUIPMENT and MIX

DCA FOOD INDUSTRIES Inc.
45 WEST 34th STREET, NEW YORK CITY

CODING AND MARKING
Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty.
Write for information on a specific problem
KIWI CODERS CORPORATION
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To bake the best . . .
buy the best!
Quality Bakery Products
NATIONAL YEAST CORPORATION
Chanin Building, New York, N.Y.

Bakery Merchandising

Durkee Begins New Series of Sales Aids for Bakers with Doughnut Kit

A new series of merchandising promotions to help retail bakers sell more goods profitably has been launched by Durkee Famous Foods. The first subject is designed to call attention to the variety of delicious doughnuts bakers everywhere will be offering their customers during the peak autumn season.

Durkee's subject is called "After-the-Game Doughnuts," and the free merchandising kit contains eye-catching selling aids that will enable bakers to promote their entire selection of doughnut items. Pictured are yeast raised doughnuts in several forms, such as glazed and jelly filled, round sticks and twists, and tender, brown fried cakes. All are illustrated in a full-color, composite photograph with a "buy me" autumn background theme.

Durkee's After-the-Game Doughnuts merchandising kit contains an 8 by 19 in. window banner, a 9 by 12 in. self-standing easel card, and one color illustrated formula for making several varieties of doughnuts.

In addition, the Durkee kits will include their popular "merchandising extra" to help bakers advertise their custom cake decorating service. A new, attractive wall poster and package stuffers will tell customers about specially decorated cakes for birthdays, weddings, parties, etc.

Bakers can obtain their After-the-Game Doughnut kits without cost from their Durkee representative or by writing to Durkee Famous Foods, Bakery Service Department, 900 Union Commerce Bldg., Cleveland 14, Ohio.

—BREAD IS THE STAFF OF LIFE—

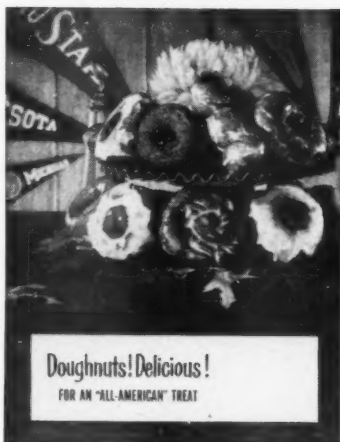
New England Bakers Fall Convention Is November 17-18

BOSTON—Several subjects of primary interest to bakers in the fields of truck operation, work simplification and industry progress will be presented to members of the New England Bakers Assn. at their fall convention at the Sheraton-Plaza Hotel, Boston, Nov. 17 and 18. The meeting will be for baker and allied members only.

Speakers and their topics will be: "Interstate Commerce Commission Regulations and Your Truck Operation," by a safety inspector from the ICC at Boston; "Three Imperatives for Tomorrow," Louis P. Shannon, E. I. du Pont de Nemours & Co., Boston; "Work Simplification, a Must Tool for Management," Harold G. Dunlap, H. P. Hood & Sons, Boston, and "It's Time for a Change," Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis.

New Appointment

The NEBA also made an announcement that Fred J. Grenier, Continental Baking Co., Boston, was recently elected to the position of chairman of the board of governors, succeeding Chester E. Borck, whose term has expired.



NEW PROMOTION — Durkee Famous Foods has launched its "After the Game Doughnuts" promotion for bakers as the first of a new series of merchandising aids to bakers. A complete kit of sales aids will be made available with each kit.

Bakery Production Club Meeting Slated

CHICAGO—The use of corn and milo products in the baking industry will be discussed by T. J. Otterbacher at a meeting of the Chicago Bakery Production Club Oct. 14. The meeting will be held in the Adams Room of the Midland Hotel.

Movie Available

BELLEVILLE, N.J. — The Baker Process Co., a division of Wallace & Tiernan, Inc., Belleville, has announced the release of a film describing its DöMaker continuous dough mixing process. The film is available to all baking and allied industry trade organizations and schools.

The movie is a 16 mm. sound film, in color; running time is about 12½ minutes. Filmed at the site of a typical DöMaker installation, the movie shows how the DöMaker works and describes the bread it produces. It covers the development, installation, operation, and advantages of the DöMaker, and proves the claims of increasing bread sales and lowering operating costs.

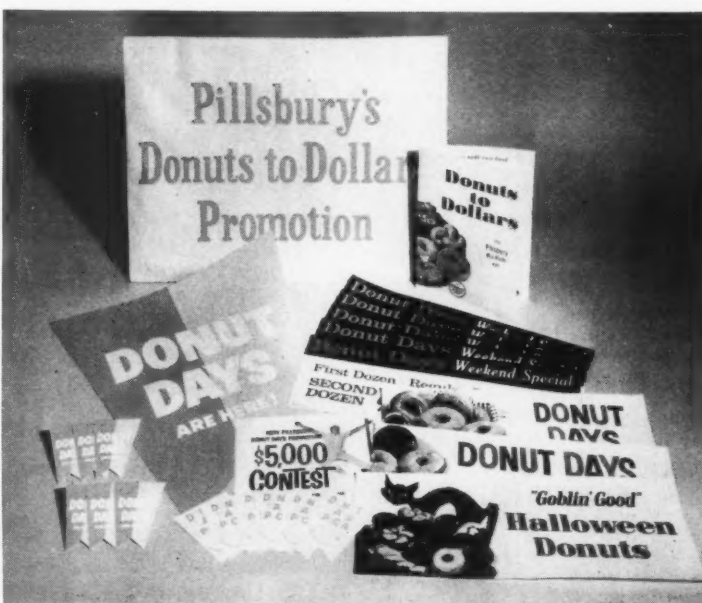
The movie can be obtained by writing to the Baker Process Co., 25 Main St., Belleville 9, N.J.

—BREAD IS THE STAFF OF LIFE—

Lite Diet Promotion

An extensive fall advertising campaign via newspapers, radio and television, with a budget in excess of \$200,000, has been launched for Lite Diet special-formula white bread through Emil Mogul Co., Inc., advertising agency. The bread is distributed by 125 franchised bakeries in the U.S. and Canada by Bakers Franchise Corp., New York.

The three-month drive through 200 newspapers, 150 radio and 30 television stations, will employ a copy theme based on findings of a motivational research study conducted by the Mogul agency's research department. Objective of the campaign is to persuade weight-watchers to enjoy Lite Diet's "delicious flavor" and to benefit from its "rich nutritional value" while reducing their caloric intake. The bread, copy points out, contains "only half the calories in a glass of skimmed milk" and is "fortified with important B-vitamins and minerals."



DISPLAY KIT—Here is the merchandising display kit for Pillsbury's \$5,000 Donuts to Dollars contest. The kit is designed to help bakers increase doughnut sales during Fall Donut Days. Included is a large day-glow window or wall poster, using fluorescent ink for consumer impact; eight full-color window banners or streamers; colorful price and label cards, merchandising tips and variety formulas, and contest entry blank and instructions. In the contest, bakers will tell about their promotions which have increased doughnut sales. The baker submitting the best idea will receive \$2,500, and 12 additional prizes will be distributed for merchandising ideas. These ideas will later be collected and made available to the baking industry. The contest started Sept. 15, and entries must be mailed by Dec. 1. Winners will be announced before Christmas.

Supermarket Survey:

Bakery Sections Should Be Given More Attention

A recent survey of six typical supermarkets turned up the fact that bakery departments provide sufficient profit margins and rapid turnover to warrant greater attention from management than is being given. The survey was conducted jointly by the Bakery Packaging Council and Progressive Grocer magazine.

Summarized, the survey makes several significant points about the bakery departments studied:

The study emphasized once again the basic importance of the bakery department in the supermarket.

For each \$100 spent in these representative stores the purchase breakdown was as follows:

\$22.42	Meat
11.51	Dairy Products
8.79	Produce
*5.76	Bakery Foods
4.78	Frozen Foods
46.74	Grocery Products
*58% was sweet goods, 42% was bread and rolls.	

The margin of profit on these items was:

Meats	21%
Dairy Products	13
Produce	31
*Bakery Foods	18
Frozen Foods	20
Grocery Products	18
*20% on sweet goods, 16% on bread and rolls.	

Turn-Over Rate

Baked Foods	171 times yr.
Produce	75 times yr.
Meat	72 times yr.
Dairy Prod.	43 times yr.
Frozen Foods	32 times yr.

These turn-over figures are such that they should cause a re-evaluation of bakery department promotional policies.

Sales of bakery foods amounted to \$1,385 a week, giving a gross profit of nearly \$250. This was on the basis of moving 5,205 units (loaves, packages, bags, etc.).

On sales per sq. ft. of shelf space, the bakery department is the second highest with \$5.78 per sq. ft. a week. (The meat department was highest.) This figures out to be \$1.02 profit a week a sq. ft. for the bakery department.

Profits on frozen baked foods are as follows:

Fruit Pies	17.7%
Misc. Pastry	22.5%

The 3 most popular types of frozen pies were cherry, apple and peach.

The study gives 5 important reasons why special displays are valuable to the shopper: a. They break shopping monotony. (Add "life" to the store's appearance.) b. They offer bargains (generally). c. They increase sales. d. They help to balance inventory. e. They lend authority to the retailer's advertising program.

This study showed that the last 3 days of the week, namely Thursday, Friday and Saturday, account for over ¾ of the total shopping done during the 6-day week. Thursday is responsible for 14.1%; Friday is responsible for 32.6%; Saturday is responsible for 29.2%.

With good profit margins, and rapid turnover, the bakery department is worthy of greater attention than it now receives.

—BREAD IS THE STAFF OF LIFE—

H. N. STRENGLIS DIES

ST. PAUL—Harry N. Strenglis, 61, founder and owner of Rainbow Pies, died here recently. Mr. Strenglis was born in Greece, and had lived in St. Paul 46 years.

Southern Bakers Production Conference Blends Production, Merchandising Ideas

ATLANTA, GA.—The eighth annual Southern Bakers Assn. Production Conference here last month combined merchandising knowledge with the traditional production flavor of past conferences, for a successful blending of dividends for the baking industry.

From the retail bakers special session which led off the conference to the food demonstrations and discussions of new production techniques which closed the convention two days later, the substantial group of delegates followed the convention theme—"Produce Well, Sell Well, Get Well!"

Following greetings by all of the SBA executives and Clifton R. Scarborough, conference chairman, Paul M. Baker, Jenny Lee Bakery, McKees Rocks, Pa., president of the Associated Retail Bakers of America, brought the greeting of the ARBA to the southern bakers and pointed out the advantages of retail affiliation with the National Retail Bakers Week promotion, which will be in its second year of reactivation next spring, allowing bakers all over the country to capitalize on a national week of recognition.

Production men in this session included George Richter, Wesson Oil & Snowdrift Sales Co., New Orleans, with his "cookie corner," and Frank J. Helmer, Basic Foods Sales Corp., Englewood, N.J., speaking on better icings and toppings for quality baked foods.

The Buyer's View

A panel of homemakers closed the morning session, telling the baking industry how their products and practices looked from the outside—the buyer's view.

During the afternoon session, H. H. McClellan, Standard Brands, Inc., Atlanta, spoke on the makeup of Danish doughs and coffee cake, with Harmison Hale, General Mills, Inc., Minneapolis, illustrating and commenting on variety breads "with consumer appeal." Harold Berkin, Bakers Weekly, New York, moderated a panel including Bob Gunter, Towne House Doughnut Co., Inc., Asheville, N.C.; Mrs. Arline Maxwell, manager of food services for Davison-Paxon Co., Atlanta; Harry Mutch, Mutch's Bakery, Orangeburg, S.C., and Mrs. D. L. Neale, Little Stores Bakery, Kingsport, Tenn.

The panel listed several requirements for the selection of salesgirls, with the advice that applicants should be selected for appearance and education first, with specific training following. It was the panel's opinion that pre-packaging is increasing, along with self-service, on breads and rolls.

Mr. Scarborough, of the Scarborough Food Industrial Brokerage Co., Charlotte, N.C., spoke of the need for a fresh inspiration in his address to the general session.

A Critical Era

We are facing such a critical era in the development of our industry that it has become necessary to take a new look at our methods and our aims from the viewpoint of present day consumers. There can be no doubt, from the standpoint of production, we have kept the pace of modern demands. And yet we see our products slowly and inexorably shouldered aside by many competing



IN CHARGE—Planning for the 8th annual Production Conference of the Southern Bakers Assn. was under the direction of the gentlemen shown above. Left to right, they include: Clifton R. Scarborough, Scarborough Industrial Food Brokerage Co., Charlotte, N.C., general chairman; Roy Allen, Flowers Baking Co., Jacksonville, SBA chairman; Benson L. Skelton, Atlanta, president; J. M. Albright, advisory committee, and Mike Harding, also an advisor. Other members not in the illustration are James E. Stroupe and Wallace K. Swanson.

foods. It may be because we have allowed our quest for better and even more efficient production methods to outstrip our capacity to meet the challenge of new and different forms of selling.

It may be that we are still selling when we ought to be merchandising, as our competitors are doing. I say to you sales managers in the audience, give that statement a little thought. Maybe you are still selling when you ought to be merchandising. It may be that you should gear our production to this new concept of going after the consumer dollar.

We can see on all sides the growing threat to our industry from other food purveyors that are more closely in step with the trends of our times than we are, who are giving the people foods of the kinds that they want and at prices that they wish to pay for them. Your program committee has this year built the program upon the bed-rock of reciprocity, mutuality and cooperation. It has always been the tradition of this association to confine its scope strictly to matters of production. We have felt the need to depart from this tradition and this year present programs designed to point up the need for closer relationships of inter-reliance and cooperation upon and between the important institutions of production and sales.

"I am a production man first and a salesman second, but I hold no truck with those who like to hold the production man up as a martyr, neither do I like to see salesmen who feel that they are the only important cogs in the great wheel known as the bakery. In far too many instances there is continual feuding between production and sales that is born of ignorance on the part of each department.

"The only war we have to fight is the war of survival, and this has become a very real war. It has come to the point where we do not talk of surviving as an industry a hundred years from now, but rather, we are worried about what will happen to us tomorrow, next week, month and year.

"The time has come when you should look askance at the man who tells you, 'the production department gets all the blame, and never any recognition.'

"This man should be evaluated as an antique, for such thinking is antiquated, and if we are to survive, prosper, and keep step with com-

peting industries we must rid ourselves of this cancerous element among us—conversely, the bakery salesmen are living in a rose-tinted bubble if they inflate themselves to the point where they do not recognize the tremendous importance of production to sales," Mr. Scarborough concluded.

Air Classified Flours

Other speakers featured during the production conference included Frank Wichser, Pillsbury Co., Minneapolis, speaking on air classified flours; Dr. George R. Jackson, Top-Scro Products, Louisville, on the use of monoglycerides in bread, and R. H. Watson, Meyer's Bakery, Blytheville, Ark., on producing Brown 'n Serve items at a profit.

Experimentation has been the only methods available to bakers in selecting the monoglyceride best suited to bread baking. What is referred to is a monoglyceride of a fatty acid—a molecule of glycerine attached to a molecule of a fatty acid. It is valuable to the baking industry because glycerine is soluble in water, but only slightly soluble in fat, whereas fatty acids are easily soluble in fats, and not at all soluble in water. The combination, therefore, produces good emulsifiers for combining fat and water, and forms a link between the water and the fat in a dough.

The principal point is to buy a material which will promote uniform dispersion of the monoglycerides throughout the dough mass, Dr. Jackson said.

A complete line of Brown 'n Serve is profitable. A separate department, with specially trained employees, is advisable, with particular attention paid to costs. It is no step-child but a full-grown member of the specialty baked foods family, Mr. Watson emphasized.

W. H. Kneuper, Swift & Co., Greensboro, N.C., commented on recent research in pie baking, with comments on the fundamentals of pie preparation. Harry N. Brown, of the Worcester (Mass.) Baking Co., used the phrase "nothing really happens until something is sold" to illustrate the need for cooperation between production and sales, confirming Mr. Scarborough's prediction that it takes both to succeed.

Representatives of the American Institute of Baking took part in a "telescope presentation" of baked foods demonstrations used to advantage for the industry.

Thomas F. Spooner, Baker Process Co., Belleville, N.J., showed a movie on his company's continuous mix method of bread production, and discussed the development of the process.

Donald K. DuBois, Hercules Powder Co., Harbor Beach, Mich., discussed the role of wheat gluten in bread and roll making.

Vital wheat gluten, produced with new drying techniques, is used to supplement gluten in the flour and results in improved loaf volume, grain and texture in the finished baked foods. Amounts used vary, generally from 2 to 4% of the flour used, Mr. DuBois said.

Some applications include vital wheat gluten's use in rye bread, enabling bread to carry more rye flour and provide more rye flavor; used in raisin and whole wheat bread it increases absorption. Its use generally increases mixing time slightly. It performs equally well with spring or hard wheat flour after adjustment of formulas and procedures.

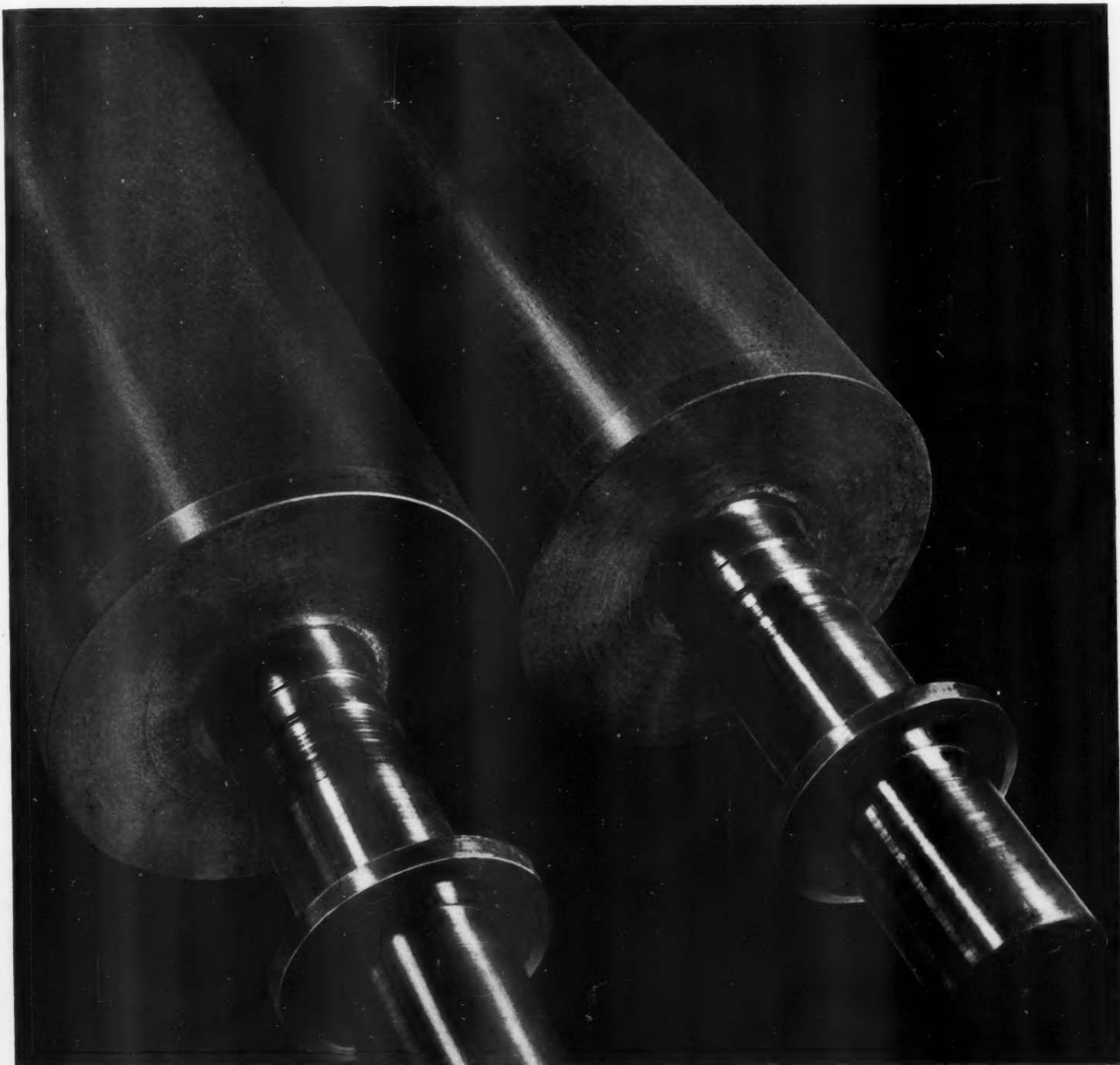
Increase Student Loans

At a meeting of the board of trustees of the SBA University Fund, Inc., held during the production conference, the trustees approved increasing student loans from a maximum of \$500 annually to a maximum of \$600. This will provide worthy

(Turn to SBA CONFERENCE, page 50)



SBA BOARD MEETS—Shown above is the meeting of the board of governors of the Southern Bakers Assn. during last month's 8th annual SBA Production Conference in Atlanta. Left to right around the table are: Cesar Medina, Holsum Bakers, Inc., Tampa, Fla.; William J. Rains, Grocers Baking Co., Lexington, Ky.; F. B. Evers, Jr., American Bread Co., Nashville; Andreas F. Reising, Sunrise Bakery, Inc., New Orleans; R. H. Bennett, Criswell Baking Co., Atlanta; G. G. Grant, American Bakeries Co., Atlanta, co-chairman of the Southern Bakers University Fund; O. L. Allen, Flowers Baking Co., Inc., board chairman; Benson L. Skelton, president of the SBA, Atlanta; J. E. Swan, Jr., Claussen's Bakeries, Augusta; R. W. Westerstrom, Colonial Baking Co., Atlanta; R. H. Jennings, III, Palmetto Baking Co., Orangeburg; Paul A. Jones, Jones Bakeries, Inc., Winston-Salem, and Phil B. Hardin, Hardin's Bakeries, Inc., Meridian.



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WICHITA, KANSAS

THE BAKE SHOP

Trouble Shooter

Sheet Cake

I am having difficulty with sheet cake. Mine never seem to be nice and level across the top. They come out with high and low spots no matter how carefully I put them in the pan. Can you help?—H. M., Wis.

You state that you are having dif-

MULTIPLE-UNIT

(Continued from page 3)

Retail Bakers of Chicago in cooperation with the Associated Retail Bakers of Greater Chicago.

A variety of baked foods will be on display in the assembly room on the mezzanine floor of the hotel. The meeting will be called to order at 1 p.m. by John Bolchert, Bolchert's Bakery, Chicago, president of the Associated Retail Bakers of Greater Chicago.

A cake decorating demonstration will be given by Harold E. Julian, Jr., Ross Center Bakery, Evansville, Ind., followed by Tom Scheuermann, field representative, Associated Retail Bakers of America, Chicago, who will speak on "Favorite Features."

Paul M. Baker, Jenny Lee Bakery, Inc., McKees Rocks, Pa., president of ARBA, will moderate a "Group Dynamics Discussion" developed around 10 questions to be asked members of the panel, with a time limit of 10 min. for answers to each question.

Panel members will include Walter E. Aronson, Arlington Cake Box, Arlington Heights, Ill.; Mrs. Mary Hoch, Party Cakes Bakery, Chicago; Eugene Kleczewski, Kleczewski's Bakery, Chicago; Mrs. Marge Krubert, Georgaline Bakery Shops, Inc., Chicago; Martin N. Larkin, Larkin Bakery, Pekin, Ill.; Mrs. Margaret Lohner, Country Maid Baker, Northbrook, Ill.; Gordon T. Nash, Priscilla Bakery, St. Bernard, Ohio; Al Petry, Crown Bakery, Crown Point, Ind.; Edmund J. Piasecki, Edmund's Pastry Shop, Chicago; Ronald Repp, Gladstone Park Bakery, Chicago; Mrs. B. Dorothy Schmitt, Schmitt's Bake Shoppe, Chicago; James Vesecky, Vesecky's Bakery, Berwyn, Ill., and Gilbert Weber, Weber's Bakery, Chicago.

Allieds' Speaker

Dr. William H. Alexander, pastor of First Christian Church of Oklahoma City, Okla., considered an outstanding speaker, will address the annual breakfast meeting of the Allied Trades of the Baking Industry, Inc., Oct. 28 at 8 a.m. in the Hotel Sherman's Bernard Shaw Room. Announcement of the breakfast and speaker was made by Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., chairman of the ATBI program committee.

Dr. Alexander recently received an honorary doctor of divinity degree from Miami University, Oxford, Ohio, and is especially concerned with youth progress and problems.

iculty making a good level sheet cake. As a general rule, unevenness may be caused by using uneven pans, or perhaps the shelves or hearth in the oven are uneven.

Here are formulas for white cakes, yellow cakes and devils food cakes. We use these formulas continuously with excellent results. Should you desire to make a mix that is a little stiffer, decrease the sugar 8 oz. and also the milk 8 oz.

WHITE LAYER CAKES

Mix together on medium speed for approximately 5 min.:

5 lb. cake flour
2 lb. 4 oz. shortening (emulsifying type)
6 lb. sugar
8 oz. milk solids (non-fat)
2 oz. salt
5 oz. baking powder
3 lb. 12 oz. egg whites
Flavor to suit

Add gradually and mix for 3 min. on slow speed:

3 lb. 8 oz. water

Deposit into pans of desired size and bake at about 360° F.

Note: Be sure to scrape down the sides of the bowl and also the mixing arm several times during the mixing period.

DEVILS FOOD CAKES

Mix for 7 min. at medium speed:

1 lb. 4 oz. shortening (emulsifying type)
2 lb. 8 oz. cake flour
3 lb. 10 oz. sugar
11 oz. cocoa (Dutched)
4 oz. milk solids (non-fat)
1 3/4 oz. baking powder
1/2 oz. soda
1 oz. salt

2 lb. whole eggs
10 oz. water
Vanilla to suit

Add slowly to above and mix for 3 min. at low speed:

2 lb. 2 oz. water
Make into layers and cups.

Note: For pan grease, mix together:

1 lb. shortening
3 oz. bread flour
1 oz. cocoa

YELLOW LAYER CAKES

Mix for about 4 min. on medium speed:

5 lb. cake flour
2 lb. 4 oz. shortening (emulsifying type)
6 lb. 4 oz. sugar
5 oz. baking powder
3 oz. salt
8 oz. milk solids (non-fat)
4 lb. whole eggs
8 oz. water
Flavor to suit

Add slowly and mix for about 3 min. on low speed:

3 lb. water
Deposit into pans of desired size and bake at about 360° F.

Note: Be sure to scrape down the sides of the bowl and also the mixing arm several times during the mixing period.

Potato Scones

I am the food services officer at an RCAF station where we feed several hundred service personnel daily. Could you supply a recipe for potato scones?—K. T., Canada.

In reply to your request for a potato scone recipe, it may be neces-

sary to make a few minor adjustments in the one given here, but it should give satisfactory results.

POTATO SCONES

Mix together:

1 lb. 4 oz. sugar
1 lb. 8 oz. butter or margarine
1 oz. salt

Add gradually:

1 lb. eggs

Stir in:

3 lb. 4 oz. milk

Add:

2 lb. mashed potatoes
7 lb. 8 oz. flour

Then add and mix into a very soft dough:

6 oz. yeast dissolved in
1 lb. milk

Dough temperature 78-80° F.

Ferment for about 2 hr.

Divide into 8 oz. pieces and round up.

Proof for about 15 min. and flatten out.

Cut into 4 pieces. Give about 1/2 proof and bake on a hot plate. When half baked they should be turned and the baking then completed.

Fat Absorption

What is the normal fat absorption for doughnuts, and what would be a fair scaling and evaporation loss? J. P., N.Y.

In answer to your question about fat absorption for doughnuts, I would like to say that it is usually figured at about 20% of the fried doughnuts, or approximately 25% of the weight of the dough. As far as scaling loss is concerned, it is rather doubtful that there is any.

Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

P.O. Box 67, Minneapolis 40, Minnesota

ANSWERS TO "DO YOU KNOW?"

Questions on page 10

1. **False.** He must use 6 lb. non-fat milk solids and 3 lb. butter.
2. **True.** The addition of water will produce an angel food cake having a closer grain. The cakes will be more tender and remain moist longer.
3. **False.** A soft wheat flour with a protein content of about 9 to 9½% is generally used for soda crackers.
4. **True.** In our opinion, seeded raisins will produce the best flavor. However, when this type is used the batter may become somewhat darker due to syrup on these raisins. They also break up more readily during mixing, which results in the cake crumb not appearing quite as nice as when seedless-type raisins are used.
5. **False.** Quite a number of bakers use 4 to 6% dextrose (corn sugar), based on weight of the flour, in making pie doughs. This sugar is used to obtain a richer appearing brown crust color.
6. **False.** They should be dried rather than baked. Usually, they are placed in an oven having a temperature of about 225° F. to dry thoroughly without discoloration.
7. **True.** The temperature of these ingredients should be about 70° F. Using the wrong type of shortening may also be the cause for the cake batters separating or curdling. A special emulsifying type of shortening should be used.
8. **True.** When baking powder is used only, the inside of the cakes will have a disagreeable grayish brown color. Soda will produce a rich brown color. Both baking powder and soda may be used in their proper proportions in the same cake. The finished cake should be slightly on the alkaline side.
9. **True.** If possible, it should be sold to a soap manufacturer as it is not satisfactory for either frying or baking purposes. If it is used, the

flavor of the products will be inferior due to the flavor of the fat having been damaged by over-heating.

10. **False.** Too soft a mix is generally the cause for macaroons having hollow bottoms.

11. **False.** Best results, when making salt rising bread, are obtained when it is proofed at 110° F.

12. **False.** By having the top crust too dry during proofing, the skin of the dough will be toughened so that it will not break readily during the first few minutes of baking. Dry steam or insufficient steam in the oven may also cause blind tops. Plenty of wet steam should be used in the oven so that the top will be soft and break or shred readily.

13. **False.** To eliminate this difficulty, the starch should be cooked with part of the milk and sugar in the formula. After cooling, the mixture should be stirred thoroughly with the balance of the sugar and the eggs. The salt and flavor should be added and then the balance of the milk.

14. **False.** Tapioca is produced from roots of the cassava plant cultivated in South America and Africa.

15. **True.** A good flavored sour cream butter should be used. If the butter is salted, adjustment in the salt content of the dough should be made. A pound of butter contains about ½ oz. salt.

16. **False.** The amount of flavor necessary to kill the odor would make the cake inedible. Furthermore, a strong flavor, like lemon-orange or almond, would have to be used. The best thing is to throw the batter away.

17. **True.** Chocolate has a toughening action on the cake. This can be overcome by adding about one pound of milk or water and ¼ oz. soda to each pound of chocolate added to the white batter.

18. **False.** The U.S. Government standard states that a loaf of white bread may not contain more than 38% moisture one hour or more after it is baked.

19. **True.** The dough will tighten up during this period, decreasing the tendency for it to stick to the rolling



PROMOTION — The point-of-sale merchandiser shown above is being offered to the nation's baking industry by Chapman & Smith Co., Melrose Park, Ill. Tying in with October doughnut promotions, the attractive poster can be used for interior display or as a window or door reminder.

pin. It will handle much easier and, the general opinion is that the flavor is somewhat improved due to the blending of flavor in the various ingredients.

20. **True.** The difference in creaming volume is undoubtedly due to characteristics of the sugar granules. Granules of brown sugar are smaller and less hard and sharp than granulated sugar. For this reason they do not cut as much air into the shortening.

—BREAD IS THE STAFF OF LIFE—

Van de Kamp's To Open Bakery In Kansas City

KANSAS CITY—Van de Kamp's Holland Dutch Bakeries, Los Angeles, subsidiary of the General Baking Co., New York, will open a bakery in Kansas City in the plant formerly operated by General which ceased operations here several weeks ago. The plant will supply retail outlets to be set up by Van de Kamp's in this area in stores and supermarkets.

L. H. Fortin, Los Angeles, president of Van de Kamp's, said a complete remodeling of the former General plant is planned at a cost of \$1 million. It is expected to be ready for operation in mid-January. Ronald Kane will be general manager of the Kansas City bakery.

The move will mark the first expansion of Van de Kamp's outside the Pacific coast where the company now has 318 bakery stores and coffee shop restaurants in the Los Angeles area and 85 in the Seattle-Tacoma area. The firm employs about 2,500 persons. The Kansas City operation is expected to require about 250 employees.

Regarded as the largest multiple unit retail baking concern in the nation, Van de Kamp's was founded in Los Angeles in 1915 by the late Theodore J. Van de Kamp and Lawrence L. Frank, who is now board chairman. The firm was sold to the General Baking Co. last January, but it is operated as a separate organization.



Minneapolis Tribune Photo

NEW LOOK IN SACKS—Feminine members of Minneapolis Junior Achievement show off the homemade sack (flour, that is) dresses they wore to the National Junior Achievement Management conference in Bloomington, Ind. Left to right: Elizabeth Berner, 17, attired in a Commander-Larabee Milling Co. creation; Nancy Zurbey, 17, wearing a General Mills, Inc., design, and Karen Melbostad, 17, in an Atkinson Milling Co. model.



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COCONUT JUMBLES

Cream together:
2 lb. granulated sugar
6 oz. butter
10 oz. shortening
Vanilla to suit
¼ oz. soda
1 oz. salt

Add gradually:
1 lb. whole eggs

Stir in:
1 lb. 8 oz. milk

Sift together:
3 lb. cake flour
½ oz. cream of tartar

Add this with:
2 lb. macaroon coconut
Mix until smooth.

Deposit in jumble shape, using a canvas bag and No. 6 plain round tube, on greased and dusted pans. Bake at about 375° F.

GOLDEN STARS

Cream together:
2 lb. powdered sugar
5 lb. butter

Then mix in until smooth:
6 lb. bread flour

Then add and mix in:
1 lb. 2 oz. yolks
Vanilla to suit

Run out with a star tube on lightly greased and dusted pans. Sprinkle red or green colored sugar on top. Bake at about 360° F. on double pans.

Note: Nonpareil may be used instead of colored sugar if desired.

CREOLE STARS

Cream together:
2 lb. powdered sugar
5 lb. butter
1 lb. cocoa
½ oz. soda

Sieve and mix in:
5 lb. bread flour

Then add:
1 lb. 4 oz. whole eggs
Vanilla to suit

Run out with a star tube on lightly greased and dusted pans. Sprinkle red or green colored sugar on top. Bake at about 360° F. on double pans.

Note: Nonpareil may be used instead of colored sugar if desired.

WALNUT KISSES (Bag)

Beat light:
3 lb. powdered sugar
1 pt. egg whites
A pinch of cream of tartar
A pinch of salt

Then fold in carefully:
12 oz. fine chopped walnuts
A little maple flavor

Run out with a large star tube on greased and dusted pans. Bake in a cool oven (250-275° F.).

PECAN BUTTERSCOTCH COOKIES

Cream together:
2 lb. 8 oz. brown sugar
6 oz. shortening
4 oz. butter
½ oz. salt

Add slowly:
1 pt. eggs

Sieve together and mix in until smooth:

1 lb. 12 oz. bread flour
½ oz. baking powder

Then add:
8 oz. chopped pecans

Run out with a canvas bag and No. 7 or 8 plain round tube, on lightly greased pans, about the size of a silver dollar. Allow cookies to dry for a few minutes and then flatten the tops. Wash with an egg wash and place a pecan on top of each cookie. Bake at about 360° F.

SPICE SNAPS

Cream together:
1 lb. 8 oz. sugar
1 lb. shortening
¾ oz. salt
¼ oz. soda
½ oz. cinnamon
¼ oz. allspice
¼ oz. nutmeg

Add:
10 oz. whole eggs

Add:
12 oz. currants
8 oz. chopped nuts

Stir in:
8 oz. milk

Sift together and mix in:
2 lb. cake flour
¼ oz. baking powder

Drop out with a canvas bag, using a No. 8 plain round tube, on greased and dusted pans. Make snaps about the size of a silver dollar. Place half a candied cherry, walnut or pecan in the center of each snap. Bake on double pans at about 360° F.

CHOCOLATE PECAN WAFERS

Cream together until smooth:
1 lb. granulated sugar
8 oz. brown sugar
1 lb. 8 oz. shortening
8 oz. butter
¾ oz. salt
1 lb. 8 oz. pastry flour
8 oz. melted chocolate
2 lb. ground pecans

Then beat light and mix into the above:

1 lb. egg whites
8 oz. granulated sugar
Vanilla to suit

Run out with a cookie bag using a plain No. 8 or 9 tube, on lightly greased and dusted pans. Bake carefully at about 380° F.

CHERRY JUMBLES

Cream together:
1 lb. powdered sugar
1 lb. 4 oz. shortening
1 lb. 4 oz. butter
¼ oz. salt
Vanilla to suit

Add gradually:
10 oz. whole eggs

Mix in:
1 lb. fine ground glazed cherries

Then mix in:
3 lb. bread flour

Run out on lightly greased pans in jumble shape, using a star tube. Place one-half glazed cherry in the center of each jumble. Bake at about 360° F.

SPONGE COOKIES

Beat until light:
2 lb. whole eggs
2 lb. granulated sugar
½ oz. salt

Add:
Vanilla to suit

Then sieve and fold in carefully:
2 lb. cake flour

Place the batter in a canvas bag using a plain round tube about ¼ in. in diameter. Run out the cookies on greased and dusted pans about the size of a silver dollar. Bake at about 425° F.

ANISE DROPS

Beat together until light:
3 lb. granulated sugar
2 lb. 8 oz. whole eggs
½ oz. salt

Sift together and mix in carefully:
3 lb. cake flour
1½ oz. ground anise seed

With a canvas bag and plain round tube, drop out on lightly greased and dusted pans, about the size of a half dollar. Allow to stand overnight in a warm, dry place and then bake at about 325-340° F.

FIG SNAPS

Cream together:
1 lb. 8 oz. granulated sugar
1 lb. shortening
¾ oz. salt
¼ oz. soda
½ oz. cinnamon
¼ oz. allspice
¼ oz. nutmeg

Add:
10 oz. whole eggs

Stir in:
1 lb. chopped figs (black or

white)
4 oz. chopped pecans
4 oz. filberts

Add:
12 oz. milk

Sieve and fold in:
2 lb. flour
¼ oz. baking powder

Drop from a bag through a No. 8 or 9 plain round tube on lightly greased and dusted pans. Drop out about the size of a silver dollar. Place a piece of glazed cherry on top of each snap. Bake on double pans at about 375° F.

CHOCOLATE BUTTER COOKIES

Cream together:
1 lb. 8 oz. powdered sugar
12 oz. butter
8 oz. shortening
½ oz. salt

Add gradually:
10 oz. eggs

Then add:
10 oz. melted bitter chocolate

Add:
14 oz. milk
Vanilla to suit

Sift together, add and mix in until smooth:

1 lb. 14 oz. cake flour
10 oz. bread flour
¾ oz. baking powder
¼ oz. soda

Run out with a canvas bag, using a small star tube, into various shapes on lightly greased pans.

Before baking, garnish cookies with various nuts, glazed fruits or colored coconut. Bake at about 350-360° F.

COCONUT ESSES

Cream together:
1 lb. 8 oz. granulated sugar
8 oz. butter
4 oz. shortening
¾ oz. salt
Vanilla to suit

Add gradually:
6 oz. yolks

Stir in:
1 lb. 4 oz. milk

Add:
1 lb. 8 oz. macaroon coconut

Sift together, add and mix in until smooth:

2 lb. cake flour
1 oz. baking powder

Run out into "S" shape, using a canvas bag and plain tube on lightly greased and dusted pans.

Bake at about 400° F.

CHOCOLATE MACAROONS

Place in a kettle and heat to about 125° F. stirring constantly to prevent scorching:

3 lb. macaroon coconut
4 lb. 8 oz. granulated sugar
1 lb. sliced bitter chocolate
¾ oz. salt
2 lb. 8 oz. egg whites (variable)
Vanilla to suit

Drop out on paper lined pans, about the size of a half dollar, using a No. 6 or 8 plain round tube. Smooth out tops of the macaroons with a damp cloth. Bake on double pans at

Quality Cookies Mean Extra Sales

This is the second consecutive set of formulas on bag type variety cookies offered to readers of *The American Baker*. (See September, page 46.) As in the previous formulas, a considerable array of types of cookies, basic ingredients and methods of preparation are offered.

The basic purpose again, however, is to offer bakers a range of attractive, tasteful cookies on which they can build sales and repeat business. The same advice as given with the first set of formulas applies again: It is extremely important that these cookies be sold only when fresh. They should be uniform in size, and proper baking is an absolute must.



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 46) and the Do You Know feature (see page 10), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

about 350° F. When baked, remove the papers over on the bench and dampen the paper with warm water. Turn the papers over again and remove the macaroons, placing two of them together, bottom to bottom.

HONEY OATMEAL COOKIES

Cream together:

- 3 lb. brown sugar
- 1 lb. butter
- 1 lb. shortening
- 1 lb. ground pitted dates
- 1 oz. soda
- ¼ oz. cinnamon
- 1 oz. salt

Add:

- 12 oz. whole eggs

Stir in:

- 1 pt. honey

Add:

- 8 oz. milk

Stir in:

- 1 lb. fine chopped walnuts
- 1 lb. 8 oz. oatmeal

Add and mix in:

- 2 lb. 8 oz. pastry flour
- 8 oz. graham flour
- ½ oz. baking powder

Drop out, by bag, on greased and dusted pans. Bake at about 350° F. using double pans.

VANILLA WAFERS

Cream together:

- 1 lb. 4 oz. granulated sugar
- 4 oz. shortening
- ½ oz. salt
- 6 oz. butter

Add gradually:

- 12 oz. whole eggs
- Vanilla to suit

Add:

- 12 oz. milk

Sift together and mix in:

- 1 lb. 12 oz. cake flour
- 1 oz. baking powder

Deposit on lightly greased and dusted pans, using a No. 6 or 8 plain round tube. Bake at about 360° F.

BUTTER DELIGHTS

Cream together:

- 1 lb. 8 oz. granulated sugar
- 1 lb. 12 oz. butter
- 1 lb. 4 oz. shortening
- ¾ oz. salt
- Vanilla to suit

Add gradually:

- 1 lb. 8 oz. whole eggs

Sift, add and mix until smooth:

- 4 lb. 8 oz. cake flour

Run out into various shapes, using a cookie bag and star tube, on lightly greased and dusted pans.

Decorate the tops with cherries, nuts, candied peels and angelica.

Bake at about 375° F.

BUTTER MACAROONS

Cream together until smooth:

- 1 lb. 4 oz. almond paste
- 1 lb. kernel paste
- 1 lb. 8 oz. powdered sugar

Add gradually:

- 12 oz. whole eggs

Run these cookies through a No. 6 or 8 star tube on lightly greased and dusted pans. Place a cherry in the center of each cookie. Bake on double pans at about 360° F.

MOLASSES MACAROONS

Mix together and heat to about 110° F.:

- 4 lb. granulated sugar
- 3 lb. macaroon coconut
- 1 lb. molasses
- 6 oz. starch
- ¼ oz. salt
- Vanilla to suit
- ¼ oz. cinnamon
- ¾ qt. egg whites (variable)

Deposit on paper lined pans, about the size of a silver dollar, using a No. 8 plain tube and canvas bag. Flatten the tops slightly and then bake on double pans at about 330-340° F. Remove from pans immediately after taking macaroons out of the oven. When macaroons are cooled, wash paper on the bottom and remove the macaroons. Place together, bottom against bottom, for better keeping quality.

LEMON WAFERS

Cream together:

- 1 lb. 4 oz. powdered sugar
- 8 oz. butter
- 6 oz. shortening
- ½ oz. salt
- Lemon flavor to suit

Add gradually:

- 8 oz. whole eggs

Sift together and mix in until smooth:

- 1 lb. 6 oz. cake flour
- ½ oz. baking powder

Bag out on lightly greased and dusted pans, using a No. 6 or 8 plain round tube.

Bake on double pans at about 375° F.

DANDY SNAPS

Cream together:

- 1 lb. 8 oz. granulated sugar
- 1 lb. shortening
- ¾ oz. salt
- Vanilla to suit
- ¼ oz. soda
- ½ oz. cinnamon
- ¼ oz. allspice
- ¼ oz. nutmeg

Add:

- 9 oz. whole eggs

Then add:

- 8 oz. currants
- 4 oz. chopped pecans
- 4 oz. chopped filberts

Stir in:

- 8 oz. milk

Sift together and mix in:

- 2 lb. cake flour
- ¼ oz. baking powder

Run out on lightly greased and dusted pans, using a No. 8 plain round tube. Place a piece of cherry

or pecan on top of each cookie. Bake at about 360° F.

OATMEAL COOKIES (Bag)

Cream together for about 5 min.:

- 1 lb. 12 oz. granulated sugar
- 12 oz. brown sugar (sifted)
- 1 lb. shortening
- 1 oz. salt
- ½ oz. cinnamon
- Vanilla to suit

Add and stir in:

- 12 oz. invert syrup or honey

Dissolve and add:

- ½ oz. soda
- 1 lb. water (cold)

Add and stir in:

- 1 lb. ground raisins (washed before grinding)

Then add and stir in:

- 1 lb. 12 oz. steel cut oatmeal

Then mix in:

- 2 lb. 12 oz. pastry flour

Drop out on lightly greased pans, about the size of a silver dollar, using a canvas bag and a No. 8 plain round pastry tube.

Flatten cookies with an article having a flat surface, such as a small round can covered with a damp cloth. Wash with an egg wash and bake at about 375° F.

COMBINATION MACAROONS

Chocolate Macaroons

Mix together and heat to about 110° F.

- 2 lb. 4 oz. granulated sugar
- 1 lb. 8 oz. macaroon coconut
- 8 oz. sliced bitter chocolate
- ¾ qt. egg whites (variable)
- ½ oz. salt
- Vanilla to suit

The egg whites will vary, depending upon dryness of the coconut.

Almond or Kernel Paste Macaroons

- 2 lb. 8 oz. almond or kernel paste
- 3 lb. granulated sugar
- 1 pt. egg whites (variable)

Break paste into small pieces and add the whites a little at a time to smooth the paste. Alternate the whites and sugar until both are incorporated.

Add chocolate macaroon mix to the almond or kernel paste mix and blend thoroughly. Deposit on paper in the usual manner by using a No. 8 or 9 plain round tube and canvas bag. Place a pecan, walnut or a half glazed cherry in the center. Then bake on double pans at about 325 to 335° F. As soon as macaroons are baked, wash with the following glaze:

Glucose Glaze

Bring to a good boil:

- 1 qt. glucose
- 1 pt. water

When glaze has set on the macaroons, turn papers over and dampen with warm water, using a brush. Turn papers over again and remove the macaroons.

ASSETS ACQUIRED

NEW YORK—Chas. L. Huisking & Co., Inc., has acquired the assets of Glyco Products Co., Inc., producers of chemicals for the food industry, among others. Glyco will be operated as a subsidiary, Glyco Chemicals Corp., and will continue to produce and market emulsifiers and stabilizers for the food industry, among other products. The newly formed Glyco Chemicals will also continue to operate its Williamsport, Pa., plant, which includes 150,000 sq. ft. of manufacturing facilities, 40 acres of land, and employs 100 people in the Williamsport area.



HOME SERVICE

(Continued from page 3)

sored by the industrial relations committee of ABA on Monday, Oct. 27.

In making the announcement, D. H. O'Connell, vice president of American Bakeries Co., Chicago, committee chairman, advised that all who wish to attend purchase their tickets in advance from ABA to avoid missing a luncheon that has been a sell-out every year.

"Mr. Caples is in charge of industrial and public relations at Inland Steel and has executive supervision over all aspects of personnel administration, management development and medical services. I am sure his subject will be of prime interest to bakers and allied tradesmen," said Mr. O'Connell.



W. A. Hunton

Fuchs Baking Announces Two Sales Changes

SOUTH MIAMI, FLA. — W. A. Hunton has been advanced to the position of general sales manager and J. R. Sirmans to assistant general sales manager of Fuchs Baking Co. Both are long-time employees of the company.

Mr. Hunton, who has completed 25 years with Fuchs, has been serving as sales manager of the bread department since 1956. He joined Holsum in 1933 as a helper in the wrapping department, and advanced successively to oven man, mixer, route salesman, divisional sales manager and, in 1956, to assistant sales manager of the bread department.

Bread, cake and restaurant sales and the export division have now been placed under Mr. Hunton's supervision as general sales manager.

Mr. Sirmans started with Fuchs in 1934, also in the wrapping department. He was soon transferred to sales and, in 1935, handled a route. From there he was advanced to sales supervisor, to divisional sales manager, and in 1956 to sales manager of the cake and restaurant division.

Announcement of both appointments was made jointly by Jodean P. Cash, president, and Frank N. Irwin, Jr., director of sales and advertising.



J. R. Sirmans

WISCONSIN BAKERS

(Continued from page 6)

when volume sales are required to offset the high costs of production and distribution."

"It requires nerve and great courage today to continue a 3% advertising expenditure," Mr. Forsberg's address stressed, "but if you need additional volume at regular prices for your products, it is the only safe way to proceed. If cuts in expenditures have to be made, do so in some other part of your business."

"Unfortunately when business gets tough, too many businessmen panic, start looking for spots to cut expenses, and unless guided by the sales executive instead of the bookkeeper, the advertising budget is the first to get the ax." Other speakers on the panel discussed promotional material and assistance available from such organizations as the American Institute of Baking, the Bakers of America Program, and the Associated Retail Bakers of America with its National Retail Bakers Week. The baker members related their experiences with specific, successful, promotion plans.

The convention closed with the annual banquet and social hour.

SBA CONFERENCE

(Continued from page 44)

and qualified students with \$300 each semester if required.

When the fund was first made available to baking school students several years ago, the amount was \$400 yearly for an outright scholarship grant. Prior to the beginning of the school year in 1956, the board of trustees had decided to change assistance to students from outright scholarship grants to student loans, and the amount was increased to \$500 yearly.

The loans assist many students in getting an education in baking at the Florida State University, which is the only four year baking school in the country where the student graduates with a BS degree.

Allied Officers Elected

Robert W. Hubner, Pollock Paper Co., Greensboro, N.C., was elected president of the Southern Bakers Allied Assn. during the conference, to take office Jan. 1, 1959. Robert O. Jackson, the Pillsbury Co., Atlanta, was elected vice president, and Mac Inscoe, Bryce Packaging Co., Memphis, secretary-treasurer. Directors for two years include retiring president Lee R. Whidby, Birmingham flour broker, and Lee Holley, Standard Brands, Inc., Atlanta.

The association voted a \$400 investment in the SBA University Fund.

—BREAD IS THE STAFF OF LIFE—

Hole-in-One . . . Again

NEW YORK—E. L. Timberman, Continental Baking Co., Bronxville, N.Y., was mentioned on the sport page of the local newspapers when he shot a hole-in-one recently at a Bakers Club, Inc., golf party at the Siwanoy Country Club, Bronxville. The ace was scored on the 191-yard 13th hole with a perfect 4 iron shot. This was the second ace claimed by Mr. Timberman in approximately 40 years of golfing.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

MISCELLANEOUS WANTED

WANTED — OFF-GRADE, DAMAGED OR surplus sugar, syrup, starch, flour, cocoa, chocolate, chemicals. Chemical Advance Corp., 1345 Arch, Philadelphia 7, Pa.

HELP WANTED

A MEDIUM SIZE COMPANY IN THE Pacific Northwest has opening for a fully qualified industrial relations director. Age 35-45, with experience in all phases of training, contract negotiation, administration of health and welfare programs and job evaluation. Send resume of work history and education with a recent photograph to Ad. No. 4124, The American Baker, Minneapolis 10, Minn.

FIELD REPRESENTATIVE

Man with considerable flour milling experience. Free to travel extensively. Good salary and working conditions. Please write, giving background. Address Ad No. 4125, The American Baker, Minneapolis 10, Minn.

CEREAL CHEMIST FOR PUERTO RICO

Experienced, preferably Spanish-speaking man wanted to manage the flour quality control laboratory in a new mill now being built in San Juan and also supervise the mill's field bakery service. Give full details of training, experience and personal background. Please reply to Executive Personnel Manager, Nebraska Consolidated Mills Co., 1521 North 16th Street, Omaha 10, Neb.

Our expanding General Engineering Department offers a career opportunity to Milling Engineers. Work as a Flour Mill Facilities Engineer. Staff and project responsibilities. Design and estimate mills and allied installations.

egree in Engineering required, plus four years' milling experience. Milling Technology background desirable. Send detailed resume and salary expectation to:

Calbert C. Butler, The Pillsbury Company, Pillsbury Building, Minneapolis 2, Minnesota.

PLANT EXPANSION

MOUNT VERNON, N.Y. — Plant expansion, including the addition of new manufacturing, research and warehouse facilities, has been announced by the Evans Manufacturing Corp., producers of commercial refrigeration equipment. Construction is expected to take two months to complete, and it includes building a 20,000 sq. ft. masonry structure adjoining the firm's existing plant and office building in Mount Vernon. The new structure will enable Evans to expand its present volume of production by about 60%.

BANKRUPTCY AUCTION SALE

Tuesday, October 21, 1958

9 A.M.—Central Standard Time

GLADNESS BAKERIES, INC.

4606 Lyndale Avenue North
Minneapolis, Minnesota

CAKE BAKERS EXCLUSIVELY

BAKERY MACHINERY & EQUIPMENT
OFFICE FURNITURE
BUSINESS MACHINES

- 2—Wrapping machines, Oliver Model J with self-imprinting labeler.
- 2—Wrapping machines, Oliver Model N with self-imprinting labeler.
- 3—Mixers, Read heavy duty, type D-480.
- 3—Mixers, Read heavy duty, type K-480.
- 2—Mixers, Read Standard, D-80 and XMD.
- 12—Mixing bowls, heavy duty, for Reads.
- 1—Mixing bowls, standard light weight.
- 1—Mixer, Peerless horizontal.
- 1—Oven, Fish 14' rotary, 2-burner gas, thermostats.
- 3—Ovens, Fish, 16' rotary, 2-burner gas, thermostats.
- 1—Freezer, like new, 18'x18'x9' ceiling, inc. Brunner compressor with 2 freezer units and controls.
- 50—Racks, 12-shelf 7'x28".
- 21—Racks, box, 7'x28".
- 1—Glucose tank, gravity, 12,000 lb. cap.
- 4—Scales, Toledo platform, 60 to 400 lb.
- 2—Scales, Toledo, table, 2 lb.
- 3—Scales, Exact Weight, table.
- 1—Steam kettle, 110 qt.
- 1—Hoist, electric, ceiling, 500 lb. cap.
- 2—Icing machines, Kotten twin hopper.
- 20—High bowl dollies.
- 1—Cream filling machine, Johnson's.
- 1—Slabber, portable.
- 4—Saucer bowls, 32", with dollies.
- 1—Sifter, trough and sugar.
- 2—Flour sifters, Hinkle motorized, vibrator.
- 1—Powdered sugar mill with 2 bins.
- 25—Hand trucks, misc.
- 25—Pan dollies.
- 1—Compressor, Frigidaire, No. CWK 100T with freezing unit.
- 2—Scaling machines, Kotten, variable sp.
- 1—Cake Slabber on 10' conveyor.
- 2—Bunn frying machines.
- 1—Conveyor, gravity, 66' total length.
- 1—Conveyor, portable steel motorized variable, 18'x3".
- 4—International time clocks.
- 1,008—Pans, round aluminum, angel.
- 2,329—Pans, Pullman, aluminum.
- 800—Pans, cup cake, strapped 40.
- 644—Pans, 7" round, strapped 5.
- 754—Pans, Mary Ann, strapped 21.
- 3,951—Pans, misc.
- 500—Trays, 19 1/2"x33"x1/2".
- 900—Trays, 10 1/4"x33"x1/2".

Also cellophane and cartons.

Office equipment includes desks, files, calculators, tables, intercom system, chairs, fans, typewriters and adding machines.

Heinrich Kuhlman, Trustee
504 Minn. Federal Bldg.
Minneapolis, Minnesota

Rob E. Bowen, Atty. for Trustee
Rand Tower Bldg.
Minneapolis, Minnesota

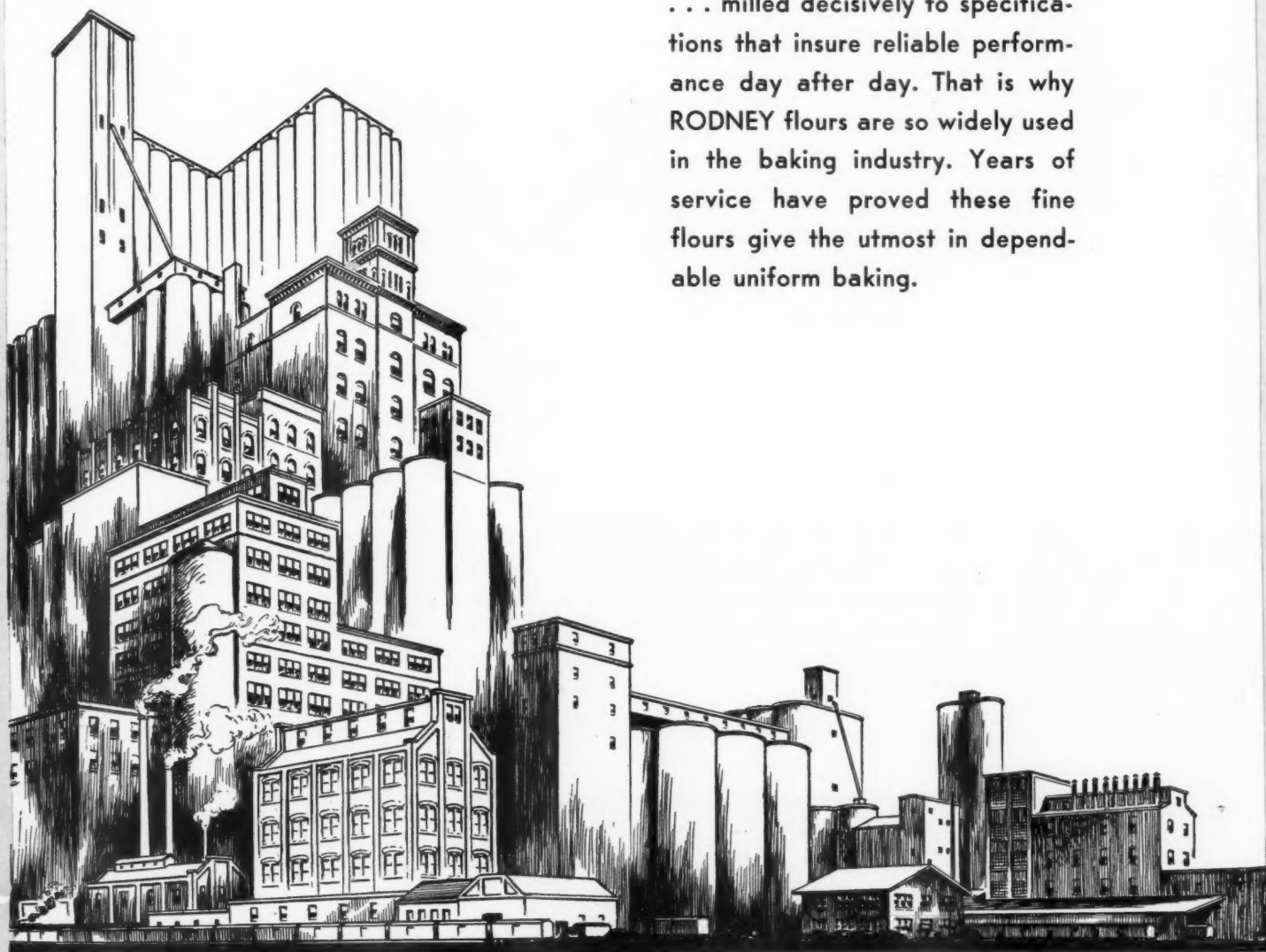
Inspection, Saturday, Oct. 18, Monday, Oct. 20, 1958, 9 a.m. to 4 p.m. and day of sale.

DAVID H. LEVINE & CO. Auctioneers
1899 HIGHLAND PARKWAY
ST. PAUL, MINN.

WRITE OR WIRE FOR
CIRCULAR



BREAD production processes become more exacting every year. This modern day complexity demands the finest in flour quality . . . milled decisively to specifications that insure reliable performance day after day. That is why RODNEY flours are so widely used in the baking industry. Years of service have proved these fine flours give the utmost in dependable uniform baking.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE

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The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.



It seems this guy who owned a candy store in the Bronx saw a blue flame pass through his shop, heard a crack, and suddenly a genie appeared. The proprietor was frightened at first but relaxed when the genie smiled.

"Who are you?" he asked.

"I'm a genie."

"So what's a genie?"

"Why, I'm a magical person; I came to grant you a wish. Haven't you wished for something all your life?"

"Well, yes, I've always wanted to spend 2 weeks at Grossinger's with my wife and 2 kids, with all expenses paid."

"It's yours," said the genie.

"But who will run the candy store while I'm gone?" asked the proprietor.

"I will," the genie replied, and immediately the delighted owner began telling him . . . "The jelly beans are 3 for a cent—peppermint patties go for 2¢ apiece," etc.

Next morning, while the genie was tying on his apron, the first customer appeared.

"Make me a chocolate malted," said the customer.

"Okay," said the genie, looking up from behind the counter. "You are a chocolate malted."



A gushy relative of a pre-teen boy had not visited them for some time and greeted the boy with the standard, "Why, the last time I saw you, you were only so high!" "Yes," the lad agreed, "and you were only so wide."



Sign on TV set: "For sale. It's had only one owner—a little old lady with weak eyes."

POLAR BEAR FLOUR IS KING



POLAR BEAR has been making long-time friendships with bakers for more than half a century. Such enduring business relationships must be based on quality and good faith . . . and both of these are basic in our operations.

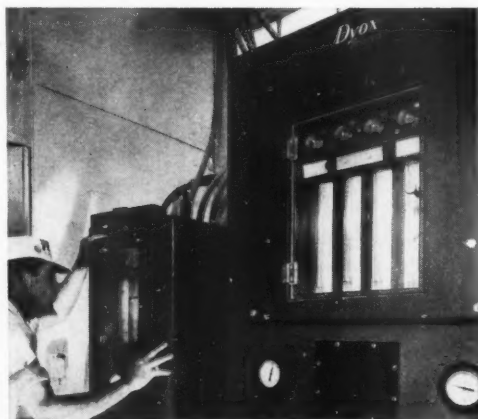
FOUNDED BY
ANDREW J. HUNT-1899

The NEW ERA MILLING CO. ARKANSAS CITY, KANSAS



Colorado Milling & Elevator Co. • Oklahoma Flour Mills Company Mill, El Reno, Oklahoma • 4,000 cwts. daily capacity

COLORADO MILLING & ELEVATOR COMPANY MAINTAINS QUALITY WITH THE HELP OF W&T Flour Treatment



Oklahoma Mill employee setting single control valve on Beta Chlorator® Control unit. Unit applies chlorine gas accurately and dependably to individual flour streams. Dyox® unit is in right foreground. Here, chlorine dioxide gas, generated *in situ*, is accurately metered to flour streams as a gas, not as a liquid.

Novadelox® being placed in the hopper of an NA Feeder for best color removal and dependable application. Similar feeders are used for the feeding of "N-RICHMENT-A" pre-mixes for the enrichment of flour.



In seventeen mills throughout the United States, Colorado Milling & Elevator Company stresses quality in its finished products—"home office" quality, no matter where the mill is located. One of its means of securing this quality is the use of Wallace & Tiernan's products and services.

For flours treated to the optimum of maturity and to satisfy the most rigid baking requirements, CM&E uses the Dyox® Process to produce chlorine dioxide as a fresh, sharp gas without storage.

For pin-point pH control of pastry flours, it uses W&T Beta Chlorator® control units that permit individual stream treatment with only one control valve setting. Chlorine application is easily read on an accurately calibrated scale.

For best color dress and the peak of color removal, CM&E uses Novadelox®, applied through the reliable, mill-tested, W&T Heavy Duty NA Feeder.

Colorado Milling & Elevator Company is only one of the many milling companies using W&T Flour Treatment. If your mill is not one of these, investigate the advantages of Wallace & Tiernan's complete flour service.

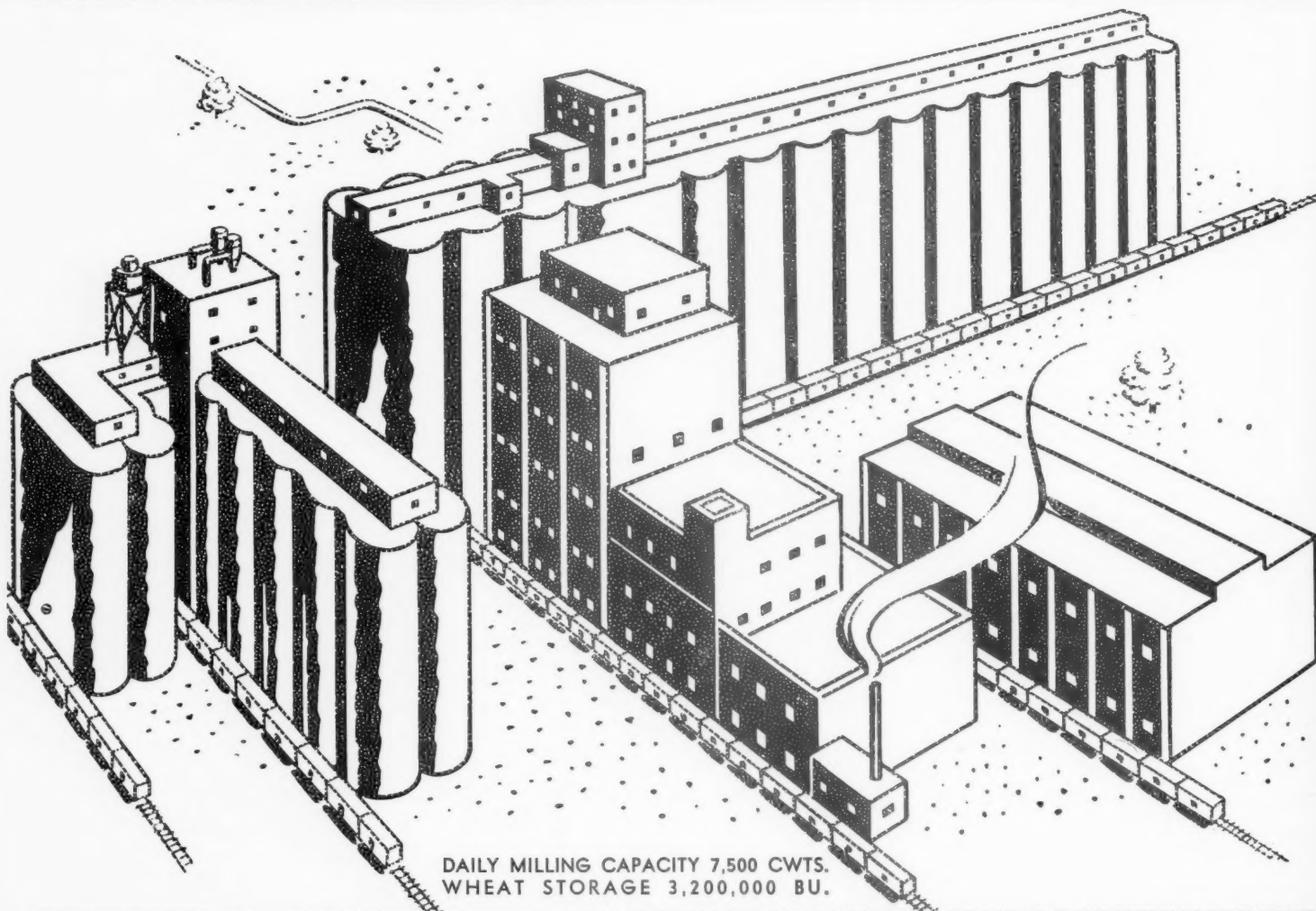


NOVADEL FLOUR SERVICE DIVISION
WALLACE & TIERNAN INCORPORATED

25 MAIN STREET, BELLEVILLE 9, NEW JERSEY
REPRESENTATIVES IN PRINCIPAL CITIES

N-91.64

"If it's **I-H** milled it's good flour"



DAILY MILLING CAPACITY 7,500 CWTs.
WHEAT STORAGE 3,200,000 BU.

I-H

The sparkling beauty and delightful taste of a top-quality loaf of bread are more easily achieved with the best in flour. And I-H brands belong in that top-quality category. You will like their fine performance.

The

ISMERT-HINCKE *Milling Company*

KANSAS CITY, MISSOURI

